**Interview 11**

*Lejda*

General Info:

1. He lives in Lecce and he thinks this influences his energy usage because it’s usually more warm there so he needs to keep the air conditioning on for longer.
2. He works as a data analyst in the IT field. He works mostly from home and he thinks this influences for sure his energy usage. His energy consumption is higher.
3. Age range: 25-34

Infos about his energy consumption:

* When he chose his first energy company, he did it based on recommendations and no other factor. He chose Italiangas. If he would choose now, his decision making would be different, now he would choose more wisely. At the time, he thought the price offered by Italiangas was acceptable.
* The last time he changed his energy company was five years ago because he moved to another house.
* Additional services that he finds most valuable: None.
* he would like to improve something in terms of costs and efficiency, but his knowledge is little to nothing for this area so he would like first to get more informed.
* He lives with another person (2 in total). The appliances most used in the house are: refrigerator, oven, air-fryer, hair dryer, 3D printer, washing-machine, air conditioning.
* He lives in a three-room apartment (70mq2) + a small garden
* He consumes a lot during the day since he works from home, especially for turning on the air conditioning often. While the cooking appliances are used more during the evening because he usually has a more easy and fast lunch
* He doesn’t actively monitor his energy consumption but occasionally checks his bill. While he would like a service to help monitor his energy usage, it’s not a necessity. His energy company offers an app that allows him to track his consumption and compare it with previous months' usage.
* He doesn’t know what source of energy his provider uses.
* His energy provider offers digital features like: an app mobile, consumption trend. He didn’t know these features before the contract.

**CONJOINT**

Compare three contracts (Octopus Energy, Sorgenia and A2A) and choose the one you think it’s the best based on the price: Sorgenia, Octopus Energy and A2A. He likes that Sorgenia offers energy and gas, fiber optics and panel. Ranking: Sorgenia, Octopus energy, A2A.

**POSITIONING**

Pick 3 options of companies (Octopus Energy, Sorgenia and A2A). Show the respondent the website or a printed option in which the logo and the brand in general is very visible. The rank: Sorgenia, A2A, Octopus Energy.  
Sorgenia’s website seems more trustworthy, especially for the Trustpilot banner and the usage of the color green. Octopus Energy's visuals seem overly childish and playful for an energy company.