**Interview 3**

*Viola*

General info:

1. He lives in Massy, a suburb of paris. It influences his energy usage especially considering whether to buy or rent a big house or a flat. Also sharing a flat to reduce the expense. The energy class in the area which ranges from A-F with A being the best and cheaper compared to other classes.
2. Civil engineer, works in the construction sector. He works hybrid. He spends more time at home therefore, he uses more electricity but also its depended on how the building is made based on the class A-F and not just how much time he spends at home.
3. He is in the 25-34 age group

Info about his energy consumption:

1.There are 3 major energy companies in France which made it easy to decide. He also consulted his brother who lived in France, Used google search to find more information, Total Energy.

1.1 no  
What was very important was the subscription process and keeping track of the energy usage to be easy and is still very important. The website is user friendly, and he can keep track of his weekly, monthly and yearly energy usage, the amount spent and also there is no need to change because the building energy has not changed also.

1.1. The most important factors that he considered while choosing Total wére; easy access to personal page, Being able to keep track of his energy consumption, Reliable technical assistance in case of need, he had an issue and they responded quickly and fixed the issue in very short time, and the monthly price

1.2. No,

2.No, he has been using the same energy provider for 5 years.

He would consider switching the energy plan if the free points are added like price per month, renewable energy added. His current provider uses nuclear energy

3.Total energy. The additional services he finds most valuable are in 1.1  for as long he has those the rest are irrelevant.  
He faced a challenge only once and the technical assistance was very positive.

4.He would customize his energy plan features, if he was able to track the energy consumption by the appliances for example if he consumed 25 kW , he should be able to know which appliance had the biggest consumption and what amount ie washing machine consumed 10kw and the rest of the appliances consumed 15 to sum up to 25KW. If it can be specific to the flat it would be helpful to him.

4.1 The above feature would be nice to have. Essential features to him are technical assistance, easy subscriptions and tracking of his energy consumption.

5.2 adults and a baby live in his household. Appliances that are frequently used in his household are light,oven, washing machine, computer, microwave, heating system.  
5.1Heating system consumes energy intensively in his household, he uses it daily especially now in the winter season. With the baby he also uses the washing machine daily for about one hour.

1. He lives in an Apartment.

6.1 He normally keeps the windows close if the air conditioner is on, uses air conditioner a lot during summer. He turns on the AC for a few hours before going to bed and turn it off to avoid running the whole night.  
He uses more energy in the morning and less during the night, the heater on for the baby and  washing machine in the morning.

7.Yes he monitors his energy consumption. He uses the website  to manage and monitor his consumption.  He is well aware of how much he spends, keeps track of bill variations, He has a fixed monthly amount . He keeps track of whether he consumed beyond his fixed amount or not and if so by how much.He has to check every 6 months to pay for the extra consumption. He only uses websites .

8.He has no idea which energy  Total energy uses.. It would be relevant  and interesting for him  to know the source of the energy and which country.

8.1.He doesn't know the proportion of renewable energy that his service provider uses , maybe nothing but he's aware that in France the energy source is about 90% nuclear power. Also, France's wind power plan in the ocean is a big sector for offshore facilities. He would be interested in knowing and also it would influence his choice of the energy provider.

9.Total energy has a Website that he uses to keep track of his energy consumption.

**Conjoint.**

Octopus. He did not know about octopus energy.

Total Energy

Engie

EDF  
He's not up to date with their pricing

**Positioning.**

Rank

1.Total energy

2.Engie  
3.EDF

He ranked them according to service delivery and brand strength in France's energy space.

Total energy is focused on electric mobility and ENGIE and EDF are more focused on nuclear power.