**Interview 4**

*Lejda*

General Info:

1. Lives in Turin and he thinks this doesn’t influence his energy usage
2. He’s an app developer and works everyday in person. He thinks this influences for sure his energy usage
3. Age range: 25-34

Infos about his energy consume:

* While choosing his energy company, he compared prices and also the company’s reputation. (Eni Plenitude)
* The last time he changed his energy company was last year (September 2023) ‘cause he moved in another place. The previous company (chosen by the owner) was Dolomiti Energy but he didn’t know it and, since it wasn’t a known company, he thought Eni had better offers. Now he has Eni for electricity and Gas with Dolomiti ‘cause it was cheaper to leave it like this, cause the cost of changing was pretty high.
* Additional services that he finds most valuable: None. He uses these services for electricity and gas, nothing more. He likes that the bills are paid automatically and he receives a notification when he has to pay
* There’s nothing he would like to improve. He suggests an app or a feature on the already existing app in which you can see and get notice of the specific times where you consume more energy (for example: when you turn on the light in a specific time, but maybe you could avoid turning it on)
* There are three people living in the house. The appliances used more in the house are: lights, charging of batteries. The energy-intensive appliances used more are: heating, microwave, oven (not that much).
* He lives in an apartment, with four rooms (kitchen included) and one bathroom. The apartment is on the 4th floor.
* He doesn’t really control his energy usage. He consumes more at the evening, tuning on the lights and also leaving the phone to charge all night.
* He doesn’t monitor actively his energy consumption. He would like to have a service that helps him monitor his energy consumption but only if it doesn’t take too much of his time or energy, but he doesn’t think it’s an important thing.
* He doesn’t know that source of energy his provider uses (he hopes its from renewable sources tho)
* He hopes that his current provider uses at least 80% of renewable energy
* His energy provider offers digital features like: an app mobile, automation of paid bills, his bills come directly through email (also ecological). He knew some features from before like the app and the bills through email, but this didn’t influence his decision making.

**CONJOINT**

Compare three contracts (Octopus Energy, A2A and Argos) and choose the one you think it’s the best based on the price: Octopus Energy even tho he thinks they are all very similar. He thinks most people only want the energy and gas service, without additional services. For what he needs now (since he’s also a student), he doesn’t need these services and he wouldn’t look at them.

**POSITIONING**

Pick 3 options of companies (Octopus Energy, A2A and Argos). Show the respondent the website or a printed option in which the logo and the brand in general is very visible. The rank: Argos, A2A, Octopus. Octopus logo and webpage seems too “cheap”, an easy work, done approximately. He didn’t know none of these companies, thinks Argos is the most popular one.