**Interview 8**

*Valeria*

General info:

1. She lives in Rome and she thinks the location does not affect her energy consumption.
2. She is a public employee, she works both remotely and in presence, but she did not really estimate how much this influences her bill.
3. Age group: 35-44.

Info about her energy consumption:

-She chose her first energy company by transferring the contract from the old owner of the house to her name. She checked the average consumption and the price and she felt like it was a good offer. She just picked based on reputation and popularity. The old owner of the house she is living in used to rely on CEA and she liked the prices, so she continued with that company. The company is a public corporation that provides electricity service in Rome, and it is pretty well known in the area.

-She changed energy plan last year because the tariffs increased (she had the variable one) because of the Ukrainian war. She stayed with the same company but changed the energy plan to a fixed one.

-She is not interested in any additional service.

-If she could have an ideal energy plan, she would have to have more renewable energy, even though it is not essential, but only nice-to-have.

-She lives with her boyfriend, they mostly use heating and air conditioning, plus normal house devices such as dishwasher, fridge and washing machine. Her house is an apartment. She mostly consumes energy during the day (7-21).

-She does not monitor her energy consumption (expect for the bill she gets every two months); she would like to monitor it by having an app.

-She knows that her provider uses renewable energy, she has looked for this information in the bill while she was checking the information about the energy company.

-She does not if the provider actually offers digital services, she did not get informed about it before signing the contract.

**Conjoint**

Sorgenia, Enel, Octopus is her ranking based on the tariff offered by the companies.

Enel, Sorgenia, Octopus for additional services she may be interested in.

**Positioning**

Enel, Sorgenia, Octopus based on their logo and main pages and popularity.