Template

Hills

Use this template to consider how your product functions within the context of your user. This exercise can help you define releases or enhancements based on what will add value to your users, and based on real knowledge of your users' needs. Ideally, this should be done in the planning phase of a project.

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Enterprise Design Thinking
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Create Hills statements

As a team, brainstorm ideas for each of the three columns based on the project at hand. As a team, go over the ideas you added in the brainstorm and begin to group them into Hill Statements, which should include a Who, a What, and a Wow. Below each draft Hill Statement, iterate a Hill Statement in prose.

TIP
For more information, visit IBM Design Thinking.
View the guide →

Who
Who's your audience?

Decentralization of power generation: The rise of distributed energy resources (DERs) such as rooftop solar panels and small-scale wind turbines is expected to continue. This trend will lead to a more decentralized electricity grid, where consumers will increasingly generate their own electricity and feed it back into the grid.

Energy storage: The development of energy storage technologies, such as batteries and pumped hydro storage, is expected to grow. This will enable consumers to store excess electricity generated by their DERs for use during times of high demand or when the grid experiences outages.

Electrification of transportation: The electrification of transportation is expected to accelerate, with more electric vehicles on the road. This trend will increase the demand for electricity, but also presents opportunities for smart charging solutions that can optimize charging times to reduce the impact on the grid.

What
What value will you provide?

Internet of Things (IoT) and smart homes: The IoT and smart home technologies are already being used to optimize energy consumption in homes and buildings. These technologies will become more sophisticated, allowing for more granular control of energy usage and greater energy efficiency.

Renewable energy sources: The growth of renewable energy sources such as solar, wind, and geothermal will continue to reshape the electricity grid. This will require new technologies and infrastructure to integrate variable sources of electricity into the grid.

Demand response programs: Utilities are increasingly implementing demand response programs, which incentivize customers to reduce their electricity consumption during times of peak demand. These programs can help reduce strain on the grid and prevent blackouts.

Wow
What will delight or surprise them?

Smart home technologies will become more sophisticated, allowing for more granular control of energy usage and greater energy efficiency.

Utilities will increasingly implement demand response programs to incentivize customers to reduce their electricity consumption during times of peak demand, helping to reduce strain on the grid and prevent blackouts.

Renewable energy sources, such as solar and wind power, will become more prevalent, leading to fluctuations in electricity generation and consumption

Hills statements

Example

GMU based sales leader + Assemble an agile response team + Takes less than 24 hours + Can be done without management involvement

A GMU-based sales leader can assemble an agile response team in under 24 hours without management involvement.

TIP
Label anything that might be an assumption or a question for later inquiry or validation. Just because it's a Hill, doesn't mean it's a fact. tags to label the sticky notes. Click on a sticky note to select it, then click on the **Add a tag** icon in the toolbar.