**Bangor Hydro Kiosk Application**

Presented to

**Bangor Hydro Electric Company**

Proposed by

**ASAP Media Services**

University of Maine

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**Introduction**

The Bangor Hydro Electric Company is an electricity transmission and delivery company serving 100,000 customers in central and eastern Maine. Bangor Hydro has shown commitment in numerous ways including enhancing infrastructure to improve energy delivery and exploring web –based tools to improve customer energy-awareness.

Currently, Bangor Hydro offers an array of information on their website targeted to a audience ranging from children to adults. The site promotes possible energy consumption solutions as well as links to information and games for children aimed at a basic level understanding of various forms of energy and how they effect the world around us.

Bangor Hydro has approached ASAP Media Services to design and prototype a dynamic web-based system as well as a mobile kiosk that encourages the consumer to make positive energy consumption changes and empowers them with the tools to understand and track these changes. In addition to the web-based application, the implementation of the mobile kiosk promises to give both BHE and the costumer a proactive leg up in understanding and making well-informed energy consumption-based decisions. The foundation of the idea is focused on the idea of presenting this information to an age range of high school students and up. The hope is that providing a fun, dynamic, engaging and aesthetically pleasing medium for delivering this type of information will promote strong understanding and interest into the type of economic and energy-based issues we are faced with in today’s society.

**Audience Analysis**

High School Students

High school students today have a desire to live “greener” due to the increasing concern of man-made climate change in their society. Currently, students can decrease their negative effect on the climate in many different ways such as by driving eco-friendly cars, recycling electronics properly, and conserving water. Although students have been told that these activities are beneficial, many of them do not understand why. Having access to an application like the one proposed by Bangor Hydro would allow students to not only be introduced to greener technologies, but also learn how these technologies work. With this high level of understanding, students would be encouraged to spread their knowledge to their friends and relatives. Affording these students this sort of information allows for them to continue on into the work force or higher education with invaluable information and knowledge that may serve as a foundation in the pursuit of progression and innovation. It is important that BHE leads by example in these respects as they, with the help of ASAP, work in designing the proposed kiosk and web application. By providing a dynamic, engaging and interactive resource, such as the kiosk, we can present these students with critical information through an effective medium that promises to seize attention and embrace a fun, educational experience.

Homeowners

Homeowners are always on the look out for choices they can make that will improve their quality of life. Many times, these decisions are financially driven and revolve around saving money both in the long and short terms. However, the average homeowner does not have access to information that can help them make these decisions. With the help of the proposed kiosk and website applications, these homeowners would be able to determine the approximate costs associated with installing a heat pump in their home. They could then compare these short and long-term costs with their current method of heating to determine the best course of action. It is obvious that the customer cares a great deal about their living costs and why they spend what they do. Having said that, this type of information is only as good as its delivery. Similar to our high school audience, these people are not experts in energy consumption and must be presented with the data in way that they can understand and appreciate. In designing the proposed kiosk, we offer the costumer the opportunity to learn at their own pace with as much in-depth data as they care to study. The concept of costumer loyalty can also be addressed here. The very fact that BHE is taking the time and resources to develop these types of applications is a testament to the company’s commitment to the consumer. Going out of the way to provide it’s costumers with as much tangible information as possible will be recognized by BHE’s audience as efforts in doing right by the costumer as well as the environment; reinforcing the customer’s loyalty and appreciation of the proactive nature of the company.

Trade Show Attendees

Bangor Hydro has also expressed their desire to put this kiosk application on display at various trade shows they attend. Many people who attend these trade shows are closely connected to the alternative energy and heating markets. Among these are contractors and installers that provide heat pump services who may be unsure of the success of a business venture in Maine. Seeing the strong initiative of Bangor Hydro to promote heat pump technology would encourage more of these businesses to open up branches in Maine and create new partnerships.

**Solution**

ASAP proposes an educational multi-touch kiosk application designed primarily for high school students that will educate users about the science behind, installation, and benefits of heat pump technology. Users will take the role of a heat pump contractor tasked with installing a heat pump system for a residential home. Students will be able to choose the type of heat pump to install (geothermal, air source), predefined house specifications (one story, two story), insulation quality (low, medium, high), among other options. They will then be led step-by–step through the animated installation process they chose, each step accompanied by information describing the purpose of the installed part. Each step will be interactive, requiring the student to “manually” take part in each phase of installation (ex. Students may have to “dig” a hole in the ground for the geothermal pipe). At the end of the installation, the student’s house will be compared to houses heated and cooled by alternative methods such as natural gas in terms of cost, energy efficiency, and carbon output.

A web based application will also be developed that will allow homeowners to determine costs and benefits of installing a heat pump system in their home. Much like the kiosk application, the web app will ask homeowners for physical specifications of their home such as stories and insulation. Additionally, they will also be asked for the method of heating and cooling they currently use as well as how much they pay per month. Using this data, the web application will present a comparison of the two methods of heating using costs, energy efficiency, and carbon output.

The application for the kiosk will be built using HTML5. HTML5 can facilitate the multi-touch functionality necessary for this project. Additionally, building in HTML5 will allow ASAP to develop the web application with little modification. The use of HTML5 also opens doors for future development of mobile applications.

Finally, Bangor Hydro has stressed their desire for this kiosk to be portable in the sense that it can be brought easily and conveniently from venue to venue. To facilitate this need, ASAP proposes a 40-inch multi-touch enabled flat-screen monitor that can be easily transported to various locations. This multi-touch monitor would connect to a computer running the kiosk application as well as a power source, components that are small and portable, allowing for fast setup and breakdown.

There are multiple options to consider when determining the housing of the kiosk. Pre-constructed kiosks are available with a price range of five to ten thousand dollars. However, the desired specifications of the kiosk lend themselves to the proficiency of custom designed housing apparatus. In this respect, we would be able to design the kiosk specifically intended to enclose the multi-touch screen as well as the computer that would run the necessary programs as well as incorporate any custom signage or additional media; all with the understanding that this will be a mobile station designed for quick and simple assembly and disassembly.

The proposed sections of this project (along with individual production times) are:

**Content Collecting and Modification**

* Working with Bangor Hydro to establish an understanding of heat pump technology and collecting content from them (approx. 40 hours)
* Modifying content based on created kiosk and web application

(approx. 40 hours)

**Kiosk Application**

* A system where users can customize house attributes such as floors, insulation, heating method, etc. (approx. 100 hours)
* An interactive, multi-touch sequence where users can go through the installation process a heat pump (approx. 250 hours)
  + Sequencing- programming the flow of interaction (approx. 80 hours)
  + Multi-touch use and user interaction design (approx. 170 hours)
* A system that calculates costs of various home heating methods based on user-inputted home specifications and compares them (approx. 80 hours)

**Web Development**

* A system where homeowners can input data about their home and receive a heat pump installation cost estimate (short term and long term)

(approx. 80 hours)

* A mouse controlled version of the kiosk application ported for web use (approx. 100 hours)

**Cost Analysis and Development**

The proposed project, if all previously mentioned features are designed and implemented with visual styling, will take approximately 690 hours to complete. ASAP Media Services' hourly rate is $35. A breakdown reflecting the above estimate is as follows:

**Cost Analysis**

Content Collecting and Modification 80 hours

Kiosk Application 430 hours

Web Development 180 hours

**Cost of Hours Worked $24,150.00**

New Computer $1,000.00

Touch Screen Overlay $1,000.00

40” LCD Monitor $900.00

**Total Cost $27,050.00**

**Conclusion**

ASAP Media Services will assist Bangor Hydro in effectively conveying electrical usage data to Bangor Hydro’s costumers through the development of this web application and mobile kiosk. As a web-based project, costumers will be able to easily access and interact with their electrical usage data from any location. Also, a general understanding of the concepts at play can be learned during any scheduled presentation through use of the mobile kiosk. This capacity will increase costumer energy awareness and improve costumer-relations as well as promote a solid understanding of the information at hand to future costumers. It will also encourage the use and promotion of the heat pump to those already working and established within the industry.

By working to empower consumers with the necessary tools to understand and explore energy consumption, Bangor Hydro has demonstrated its commitment to its costumer base in numerous ways including, but not limited to, anticipating the future of energy consumption. ASAP Media Services shared BHE’s forward-looking perspective regarding technology and is excited to partner with Bangor Hydro to assist with its goal of exploring and building the future of technology to both design and realize the world of tomorrow.

Sincerely,

ASAP Media Services

**Agreement**

Original graphical elements created by ASAP specifically for the application become property of Bangor Hydro once payment has been delivered. ASAP shall retain ownership rights of interactivity designs and reserves the right to reference and reuse source components (void of Bangor Hydro’s styling, data, or information otherwise) in future projects.

We hereby agree to these terms, conditions and scope of work between ASAP and Bangor Hydro concerning research and development of the Smart Meter web application prototype and mobile kiosk.

Bangor Hydro Date Mike Scott Date

ASAP Media Services