Utility App Brainstorm Early stages of Documentation

Users

General population

Visually impaired

Elderly

Young adults

Stakeholders

Gas providers (Bord Gás, Gas Flo etc)

Electricity providers (Electric Ireland, Power.ie etc)

Consumers

Payzone / Paypoint

Benefits

Automated credit top-up into consumer’s account

Reduced cost for utility providers and consumers

Voice call payment option

Accurate meter readings

Savings account for winter season

Account history to help with household funds management

Ability to top-up for loved ones

Business need

Cut costs from not issuing plastic cards currently used

Less expense from what is currently paid for the use of PayZone in shops

Provide one central place to deal with the utilities

More efficiency in dealing with their customers

Less cost from employing individuals to do meter readings

Expand consumer base

Features

Basic features

Secure Login

Voice-call top-up option

Manual top-up option

Payment

Premium features

History storage

Electronic savings wallet

Low credit reminder

App download will be free, commission will be earned through advertisements of app upon login and percentage discounts will be earned every time the app is downloaded.