

Sawyer

- Public utilities can advertise app to “customers” - household residents
- Companies use information that comes from app
- Consumers are “Users” of the app
- Websites contain data
 - Web scraping
- Time of day pricing information displayed
 - On websites
- Incentives for renewable programs
 - On websites
- Cross-company programs not showed
 - Get utility provider and their specific programs
 - Users cannot change their utility provider
- Easy engagement - easy to use and quick to gather information
 - Surface level interesting information
- Survey includes closed ended questions - maybe a few open ended questions
 - Questions provided to use
- Users in “Grand Traverse Area”
 - Visuals incorporate “Grand Traverse”/ “Upper Michigan” vibes
 - Value access to **water**
- Platform: most people access information on phones - but both if possible
 - Really based on our requirements
 - Population is older
- Substantial Information getting to us early feb
 - Look at utility company websites for types of info
 - Working with public information

Brian

- Customers consume information, utilities supply information
 - Main user types

- Look at utility websites for company info
- Utility programs
 - Incentives for renewable usage
 - Time of usage pricing
- Utilities are looking to “decarbonize”
- No need to compare between utilities because their areas are disjoint
- Emphasis on concision and visualizations
 - Surface level information
- Form layout
 - Checkbox type of questions
 - Maybe some text entry
 - She will send questions
- Will be provided supplementary info after Feb 1
- App format
 - Choose area/provider, then
 - see information
 - answer questions
 - maybe interleaved?