User Research Milestone

Team iCons (UMass Amherst)

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Agenda

- Key Takeaways
- Summary of Product Design Principles Post-Interviews
- Carol Freeman — National Preparedness Analytics Center, Argonne National Laboratory
- Scott Sternfeld — The Outage Data Initiative
- Hessann Farooqi — Boston Climate Action Network
- Kristen Finne — Department of Health and Human Services
- Jason Eisdorfer — Pacific Northwest National Lab
- Todd Levin — Argonne National Laboratory

Key Takeaways

- Adjust level of granularity to target policy makers, distributors of resources and community.

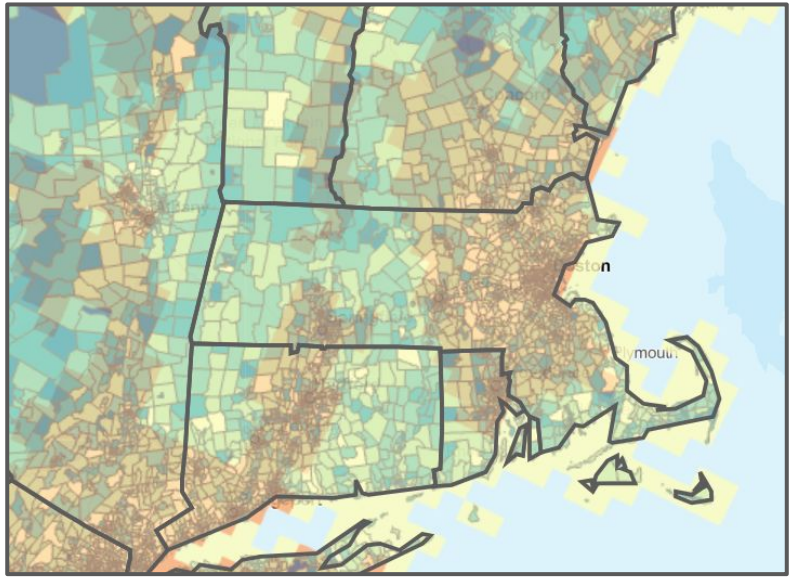
- Utilities aren’t incentivized to help low-income sectors, incentivized to fix sectors that will get the grid back in order the fastest.

Summary of Product Design Principles Post-Interviews

- Granularity should be adjustable
- Need to identify focused user base to tailor digital product towards:
  - Demographics that: Prevent, Address, and/or Bandaid Inequity
- There's a *lot* of data - should focus on finding important connections
  - "side problem" vs main problem
- Keep an open mind

Carol Freeman

- Senior Emergency Preparedness and Resilience Analyst
- Prepare the country's infrastructure
  - Groups to target
- Resilience Analysis and Planning Tool (RAPT)
  - Real-time ArcGIS tool for managing American Community Survey and climate prediction data



Scott Sternfeld

- Co-founder of The Outage Data Initiative.org
- Standardize customer outage data for a centralized outage map
- Outage Data Initiative Nationwide (ODIN) outage map tool
    - Real time visualization of the outages in counties

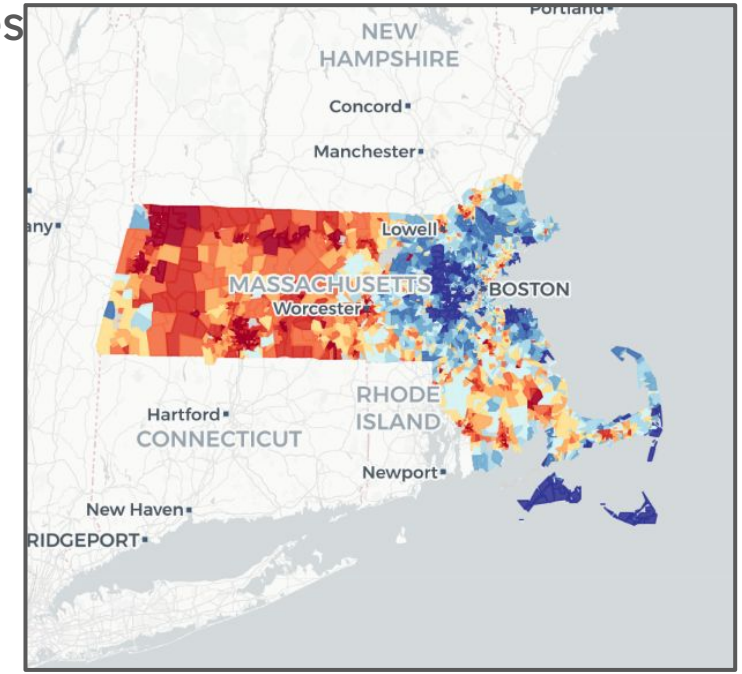
Hessann Farooqi

- Boston Climate Action Network - Advocacy Director
- Core design principles
  - Toggling level of detail, identifying target audiences and granularity.
- Boston Public Schools' Green New Deal Building Dashboard

Kristen Finne

- Department of Health and Human Services

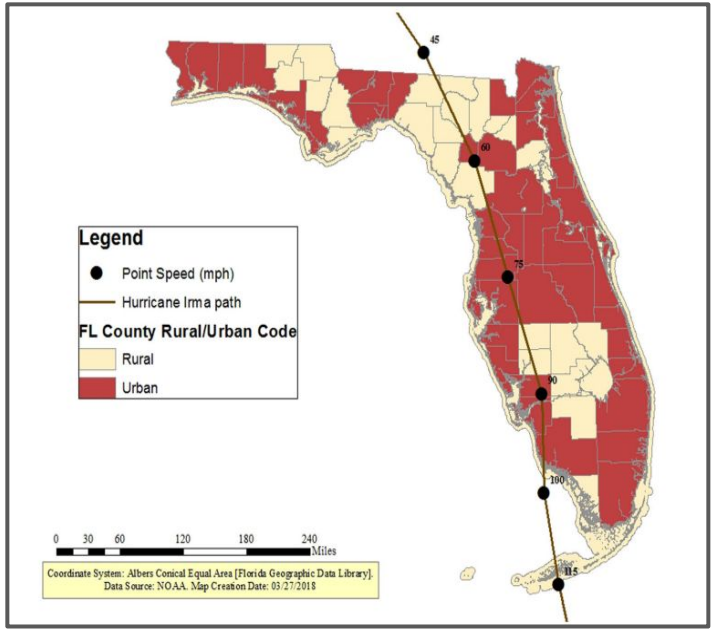
  - Director of the HHS emPOWER Program
- Possible metrics to use:
  - Food insecurity vs climate equity/distance from closest crisis management center
  - Food insecurity vs. inequity — racial, income, etc.
  - Heat data: more heat -> more blackouts -> more inequity



Jason Eisdorfer

- Suggested we get as granular as possible when identifying marginalized communities

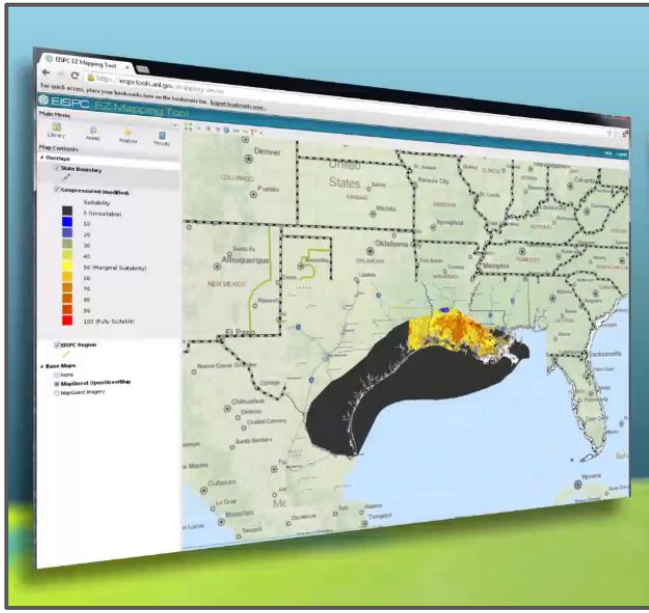
- Utilities usually repair sections of the grid with the highest impact



Todd Levin

- Created a model regarding adjusting our objective metrics when analyzing grid infrastructure improvement projects

- Showed us the Energy Zone Management Tool (EZMT)



Thanks for listening!
Questions?

Thank you to our User Advocates for providing us such beneficial information.