Study protocol

1. Welcome participant to study
2. Gather participant informations
   a. Simple demographic questionnaire (age, gender, origin, city, income class)
   b. Survey about his *estimated* electricity consumption (in kWh, CO_2 emissions, etc…)
3. Participant is introduced to the study purpose
   a. Explanations about crowdfunding
   b. Explanations of what the main idea of the app is
   c. Explanations on how this can impact electricity consumption
4. Training phase (no data collected)
   a. Participant looks around projects he could finance using idea A
   b. Participant fills out questionnaire and answers interview questions
5. Trial phase (data is collected)
   a. Participant looks around projects they could finance using idea A (or B)
   b. Participant fills out questionnaire and answers interview questions #1

6. Debriefing of the investment flow
   a. How intuitive is the app? Is it something that the user would use after study?
   b. More questions need to be defined..
7. Participant gives his/her opinion on idea of crowdfunding such electric appliances
8. Participant gives his/her opinion on the app in general? Would they change things?
9. Participant is dismissed