

# **Filling the Information Gap of House Owners and Technologies: A Design Case Study of a recommender for home energy system**

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## **ABSTRACT**

The transition to clean energy and energy-efficient technologies is crucial for reducing carbon emissions and mitigating climate change. However, households lack the sufficient knowledge and guidance on these technologies, including the potential benefits that can be obtained through their adoption. This study aims to fill the information gap and support decision-making on the adoption of clean energy and energy technologies for house owners. Design Case Studies will be used as the research framework. . . .

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# Notations and Abbreviations

**CO<sub>2</sub>** Carbon dioxide. 1

**EU** European Union. 2, 3, 58

**GHG** Greenhouse gas. 1

**HP** Heat pump. 27, 28

**IV** Information Visualisation. 26

**NL** Natural language. 26

**PV** Photovoltaic. 10, 12, 14, 16, 18, 27, 28, 51

**RS** Recommender systems. 21, 23

**SEMS** Smart energy management system. 18, 27, 28

# Chapter 1

## Introduction

### 1.1 Background

Human-induced climate change is causing dangerous and widespread disruption in nature, thereby affecting billions of lives globally [23]. To tackle climate change and its negative impacts, two main strategies are addressed: climate change mitigation and adaptation.

- **Climate change mitigation** refers to the actions taken to reduce or prevent greenhouse gas (GHG) emissions and ultimately stabilize the concentration of these gases in the atmosphere to limit global warming and its adverse effects [32]. This goal entails a range of related projects, spanning farming, land use, peatland management, renewable energies, and energy efficiency. Integrated projects that implement climate change mitigation strategies and action plans at regional or national levels are also pertinent [12]. Notably, to curb carbon dioxide (CO<sub>2</sub>)

emissions in the energy system, two main approaches are pursued: *(1) reducing energy consumption on the demand side through efficiency improvement and behavioral changes and (2) transitioning to renewable energy sources on the supply side.*

- **Climate change adaptation** encompasses measures to manage the adverse impacts of climate change, such as natural disasters, changes in precipitation patterns, and rising sea levels, among others [32], which includes projects relating to urban adaptation and land-use planning, infrastructure resilience, sustainable water management in drought-prone areas, flood and coastal management, as well as the resilience of the agricultural, forestry, and tourism sectors [12].

The work in this thesis belongs to the category of climate change mitigation.

### 1.1.1 Mitigating climate change through energy transition

The Paris Agreement, a historic international agreement, sets long-term goals to substantially reduce global emissions and limit the global temperature increase to 2 degrees Celsius in this century [36]. To achieve this ambitious goal, the world is facing an unprecedented imperative to a rapid transition in the energy sector. The European Union (EU)'s "Energy 2020. A strategy for competitive, sustainable and secure energy" and "Energy Roadmap 2050" are key strategy papers guiding energy developments in the EU [27], aiming to lead in global climate action and achieve net-zero emissions by 2050 through a socially-fair and cost-efficient transition [11].

### **1.1.2 Households in energy transition**

Households are a crucial component of the energy transition, as they are responsible for a significant proportion of final energy consumption in the EU, as highlighted by Eurostat's 2023 report. In fact, in 2020, the residential sector accounted for 27.4% of total final energy consumption or 18.7% of gross inland energy consumption in the EU [13]. Therefore, reducing energy consumption in households through energy-efficient building construction and renovations, as well as digitalisation and smart demand-side management, can have a significant impact on achieving the EU's energy and climate targets [21]. This underscores the importance of developing and implementing effective policies and strategies to promote energy efficiency and renewable energy use in households to facilitate the energy transition.

### **1.1.3 Technologies for home energy system**

Technologies for home energy systems have rapidly advanced in recent years, with a growing focus on energy efficiency and renewable energy sources. Smart home technologies, such as energy management systems, allow households to optimise their energy consumption and reduce waste. Moreover, rooftop solar panels and home battery storage systems enable households to generate and store their own renewable energy, reducing dependence on the grid and lowering electricity bills. In addition, the integration of electric vehicles with home energy systems can further reduce household carbon emissions and provide a source of backup power. These technologies have the potential to significantly transform the way households consume and generate energy, contributing to a more sustainable and resilient energy system.

## 1.2 Opportunity

Despite the growing availability and accessibility of home energy technologies, there remains a significant information gap regarding their effective utilisation. A survey conducted by Palmer et al. [30] identified a lack of knowledge and guidance among homeowners, preventing them from maximising the benefits of these investments in terms of reducing future energy expenses. Therefore, there is an opportunity in exploring effective ways to educate and inform house owners on home energy technologies.

## 1.3 Research questions and aims

The following research question was raised initially to guide the study:

- **What practice can effectively bridge the information gap for house owners in the adoption of renewable energy and energy-efficient technologies?**

As the research progresses, the second question was raised:

- **How to develop effective explanations that build trust for a recommender in supporting households making sustainable decisions?**

The aim of this study is to address the information gap and support house owners in their decision-making process regarding the adoption of clean energy and energy-efficient technologies.

This thesis seeks to contribute to the HCI community by offering insights into the design and development of personalised and professional home energy system recommendations and their effectiveness in promoting the adoption of those technologies. Overall, the findings of this thesis hopefully can inform the development of future HCI interventions to address environmental challenges.

# **Chapter 2**

## **Methodology**

The study uses Design Case Studies [38] as the research framework.

### **2.1 Literature review**

A comprehensive review of the literature aims to gain a thorough understanding of the current state of energy policies, as well as the importance of promoting energy efficiency at the household level.

### **2.2 Secondary research**

Secondary research is then conducted to explore the motivators that influence households' investment decisions regarding energy technologies. This research involves analysing existing surveys to identify key factors driving

households to make investment choices related to energy technologies. Special attention is given to financial considerations.

## **2.3 Investigation of field applications**

The phase of the study concerning the investigation of field applications primarily focuses on exploring and examining practical strategies and approaches used to educate households about energy technologies. The objective is to identify effective methods that can be employed to assist households in making informed decisions regarding energy-efficient technologies. However, given the limited availability of successful initiatives in this area, alternative options such as energy audits and academic models are being explored.

# **Chapter 3**

## **Pre-study**

### **3.1 Motivators for investment decisions**

The attitudes and perspectives of users regarding energy efficiency, particularly in relation to home energy systems, were investigated through a comprehensive survey conducted by Palmer et al. [30] in the United States. The survey revealed various motivating factors that influence homeowners in their decision to investments in improving energy efficiency. Notably, saving money on utility bills (72%) emerged as the primary motivator, closely followed by the low costs associated with improvements (66%). These findings suggest that homeowners prioritise the financial aspects of energy efficiency when making investment decisions. Surprisingly, preferences related to environmental sustainability (“Green”) and the potential increase in property values do not appear to significantly influence their decisions.

## **3.2 Social practices**

Currently, homeowners have limited avenues to access information about home energy systems. Presently, individuals seeking such information typically have two options. One is visiting the official websites of specific technology providers or physically visiting nearby stores that specialise in the sale of one or various energy technologies. However, this necessitates a prerequisite understanding of the particular energy technology. Moreover, the information obtained through this approach may be restricted to the specific technology being explored, thus failing to offer a holistic perspective on the overall energy system, as energy technologies often function collaboratively. An alternative approach is through professional home energy assessments, commonly known as home energy audits. These assessments are conducted by experts who visit the house and perform a comprehensive inspection. Following the assessment, these professionals provide recommendations regarding house renovations, and in some cases, advice on suitable energy technologies to optimise energy efficiency.

## **3.3 Research-based models**

Several research-based models furnish evidence to aid homeowners in making informed decisions regarding home energy systems.

### 3.3.1 PVGIS online tool

PVGIS [10] is a web-based application by the European Commission’s Joint Research Centre, that enables users to access comprehensive data regarding solar radiation and the energy production of **PV** systems. This service encompasses a wide range of geographical regions, including Europe, Africa, substantial portions of Asia, and America. Which can be of a great help to house owners when deciding an investment in a **PV** system.

As shown in the Figure 3.1, the interactive tool allows users to navigate through the map and obtain information regarding performance of grid-connected **PV** based on the selected location. The visualisation of monthly energy output provides a clear and descriptive representation of the energy generated by a **PV** system throughout a year. Additionally, the outcome offers highly precise and specialised data, including detailed parameters such as yearly in-plane irradiation and year-to-year variability as well. While this information is highly valuable for researchers, it may pose comprehension challenges for homeowners lacking expertise in the field, thereby hindering their learning process. Furthermore, the data provided is only **PV** related, lacking the connection to the specific circumstances of individual households.

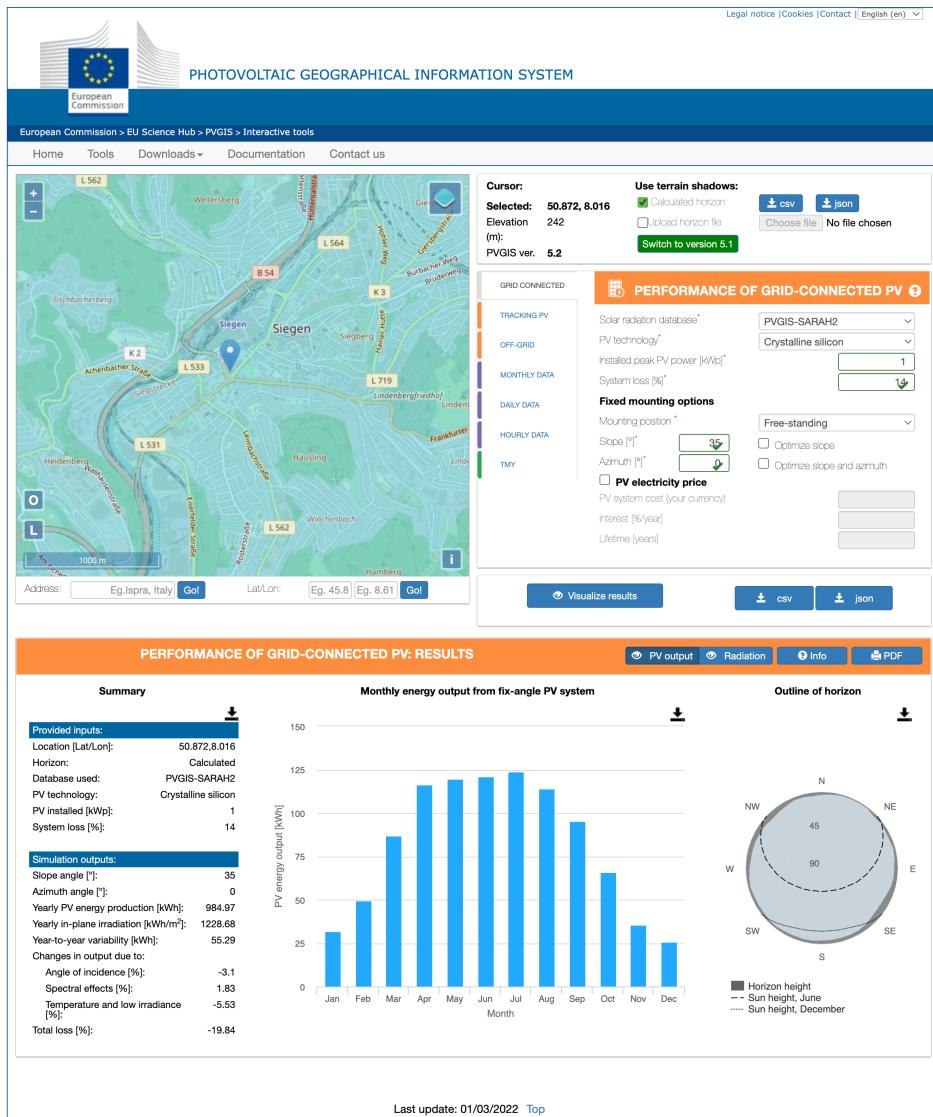


Figure 3.1: Screen of PVGIS online tool

### 3.3.2 FLEX models

The FLEX models [39], developed under the newTRENDS project<sup>1</sup> by the Fraunhofer Institute for Systems and Innovation Research, aim to improve the building modeling suite and to analyse the societal trends of prosumaging and energy communities, are capable of calculating the energy demand of buildings at an hourly resolution, while considering the impact of household behaviour, PV generation, and energy storage (thermal and battery) on energy consumption. These models were developed to offer evidence-based information to decision-makers in industry, government, and civil society.

The models take various factors into account, including weather condition, household behaviours and energy technologies, as illustrated in Figure 3.2. Consequently, it offers a comprehensive evaluation of the energy consumption of a representative building. Moreover, the tool can be used to predict energy bills, enabling comparisons of energy expenses associated with different technology adoptions.

As mentioned, existing studies identify financial aspects as the primary factors guiding homeowners' decisions when contemplating upgrades to their home energy systems. In light of this, the FLEX models emerge as an ideal tool for assisting homeowners in determining which technologies to invest in. These models encompass numerous factors, enabling relatively accurate predictions of energy consumption and associated energy bills. Therefore, the FLEX models can be utilised to provide valuable insights to homeowners seeking to make informed decisions about their system investments.

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<sup>1</sup><https://newtrends2020.eu/>

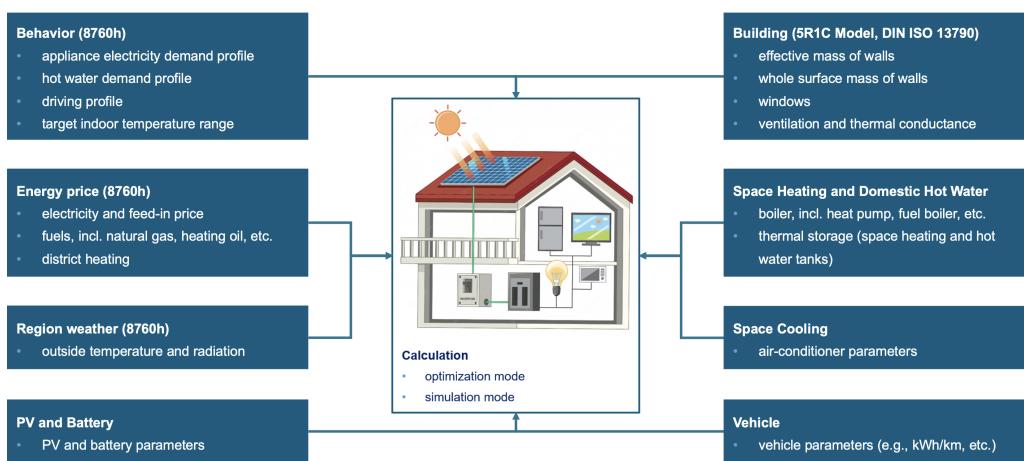


Figure 3.2: Model structure for individual households

# Chapter 4

## Design

In order to bridge the information gap regarding home energy systems, this study aims to provide households with knowledge of available technologies in the market. Based on the findings from pre-study and to address the potential issue of information overload, the study proposes a home energy system recommender to present households with a tailored selection of technologies that better fit their unique home situations. For instance, by learning the location of the house, in order to estimate the amount of sunlight it is likely to receive over the course of a year, to evaluate whether installing a PV system would be a viable and economic way for the household. The learning theory suggests that individuals learn new knowledge by connecting it with existing knowledge and experiences, as this helps to create a framework for understanding and retention of the new information. Therefore, by focusing on personalised recommendations, the study hypothesises that households may be more receptive to learning about home energy technologies. Meanwhile, nudging house owners towards making informed decisions.

## 4.1 Design concept: The home energy system recommender

The home energy system recommender is a software application that integrates the FLEX models, offering personalised recommendations to households based on their individual circumstances. Through the recommended technology configurations and simulated energy costs, users will not only be guided on these technologies but also be educated on the potential benefits of transitioning to more sustainable energy systems.

## 4.2 Input to the recommender

### 4.2.1 Household profiles

The concept of household profile has been developed to gain insights into the energy demand and supply dynamics of households. To ensure the accuracy of this profile, thereby accurately anticipate household's energy costs, various factors that may impact the household's energy consumption must be considered, 4 categories as shown in Figure 4.1, they are *the external environment, building materials, energy consumption behaviors, and the current home energy system*. By creating such a profile, a comprehensive understanding of the household's situation can be attained, enabling the offering of more tailored and effective recommendations.

The categories were inspired by the FLEX models [39]. The models take a set of variables into account when simulating, they can be divided into

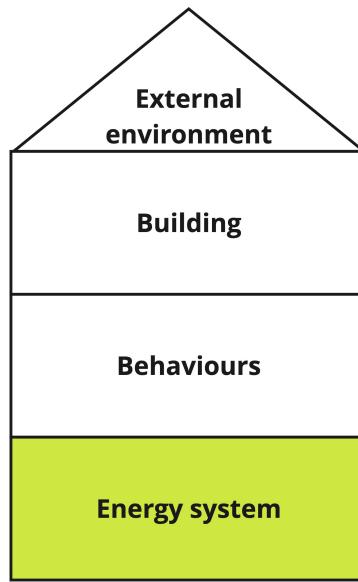


Figure 4.1: Household profile

following 15 categories: *behaviour profile, battery, behaviour, boiler, building, energy price, heating element, hot water tank, PV, region, space cooling technology, space heating tank, vehicle, energy price, region weather.* The specific data required by the FLEX models within each category can be found in Appendix A.

#### 4.2.2 Households data collection

While collecting more detailed data leads to increased accuracy in simulations in FLEX models, it is crucial to maintain user-friendly by not overwhelming users with excessive information requests. To strike a balance, a set of 13 questions (as outlined in Table 4.1) was developed to gather relevant information for household profile analysis. Using the provided user answers, additional specific information can be inferred. For example, by inputting

the construction period of the house, corresponding details such as building materials and sizes can be assumed.

Category	Question	Note
External environment	Where is the house located?	Understanding the location of the house can provide valuable insight into its environmental factors, such as the amount of sunlight it receives.
Building	<p>When was the house built?</p> <p>Has the house ever been renovated before?</p> <p>What has been renovated in the house?</p>	<p>Knowing the year a house was built can provide insight into its construction materials, such as the composition of the walls.</p> <p>Renovations can include upgrading insulation, replacing windows with energy-efficient ones, installing high-efficiency HVAC systems, sealing air leaks, etc.</p>
Behaviour	How many people are living in the house?	

	<p>How often does each adult work from home?</p> <p>Is there any air conditioner in the house?</p> <p>What type of heating energy is used in the house?</p>	
Home energy system	<p>Is there a photovoltaic (PV) system in the House?</p> <p>What is the size of the PV system?</p> <p>Is there a battery system in the house?</p> <p>What is the capacity of the battery?</p> <p>Is there a smart energy management system (SEMS) in the house?</p>	<p>A <b>PV</b> system is a system that uses solar panels to convert sunlight into electricity for use in a building.</p> <p>The average size of a <b>PV</b> system is 5 kilowatt-peak.</p> <p>A home battery system is a device that stores energy produced by solar panels or other sources to be used later when needed.</p> <p>The average capacity of a home battery system is around 7 kilowatt-hours.</p> <p>A <b>SEMS</b> is a technology to optimise energy usage, monitor consumption, and enhance energy efficiency.</p>

Table 4.1: Survey questions

To further enhance user experience, a decision tree approach was implemented, enabling users to navigate through the questionnaire without the obligation to answer all questions. As a result, the number of questions to be answered ranges from a maximum of 13 to a minimum of 10, as depicted in Figure 4.2.

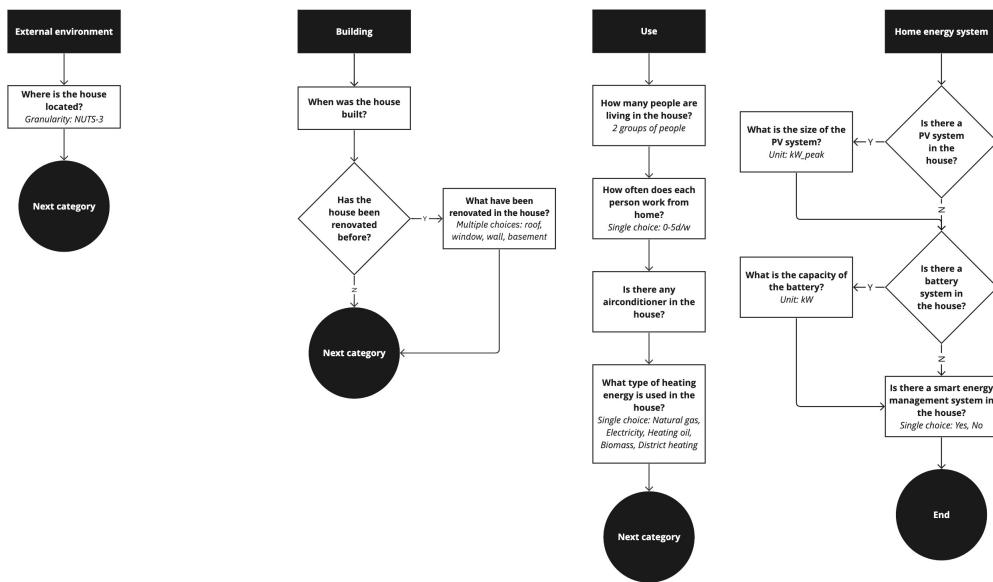


Figure 4.2: Question decision trees

## 4.3 Output from the recommender

### 4.3.1 Recommendations

A sustainable home energy system should prioritise *energy-efficiency, reducing dependence on non-renewable fossil fuels, and lowering overall energy costs*. All recommendations aligned with these fundamental principles, aim to promote sustainable energy practices while also reducing household energy expenditures will be presented to users.

#### Recommendation rules

The recommendation generation process follows a rule-based approach. All recommended technologies either generate renewable energy or exclusively utilise renewable energy sources. Additionally, other recommended technologies are selected based on their ability to manage energy usage and improve energy efficiency. An overview of the recommended technologies and their functionalities can be found in Table 4.2. Furthermore, the system applies each combo to the FLEX models and calculates the associated annual energy bills. Only those configurations that result in lower energy bills compared to the user's current situation are recommended. This ensures that the recommendations provided to users are cost-effective.

#### Recommendation orders

The recommendations are categorised into different levels, each offering different technology configurations along with their corresponding yearly energy

bills. The default order of the recommendations follows a prioritisation based on potential cost savings. Therefore, the configuration that offers the highest amount of money saved will be listed at the top, followed by the second-best money-saving configuration, and so forth. This ordering allows users to easily identify the most financially advantageous options for their energy system. In addition to the default ordering, users also have the option to select an alternative ordering rule. The alternative rule ranks the recommendations based on investment cost, with the configurations requiring the least expenses listed at the top. Two distinct ways of ordering options provides users with flexibility, allowing them to prioritise their choices based on their individual financial considerations.

#### 4.3.2 Explainability

Explainability plays a crucial role in establishing trust among users in Recommendation Systems ([RS](#)), and this principle holds true for our system as well. When the system generates recommendations for users, it is important for users to understand why a particular configuration is being recommended to them. Explanations aim to bridge this gap by shedding light on the factors that contribute to the recommendation and how they align with the user's preferences (the financial aspect specifically).

##### Explanation

According to Nunes and Jannach [\[29\]](#), previous studies have identified ten purposes of explanations, including *transparency, effectiveness, trust, persuasiveness, satisfaction, education, scrutability, efficiency, debugging*. In our

case, the explanations provided by the system are intended to serve three purposes: *effectiveness, trust, and education*.

**Effectiveness** The system aims to support users in making informed decisions by providing the corresponding yearly energy bill. As they can immediately gauge the financial implications and potential cost savings associated with each recommendation.

**Trust** By offering more detailed simulated energy consumption patterns, users gain a deeper understanding of how the energy bills are calculated in the recommended configurations, thereby building trust and confidence in the accuracy and reliability of the system's outcomes.

**Education** The system utilises explanations as educational tools to offer users valuable insights into the recommended technologies and their impact on energy bills, furthermore, the system can also provide information about the broader context of climate change, helping users understand the larger picture and the importance of sustainable energy practices.

## Exploration

Beside retrospective explanations, prospective user interfaces can play a significant role in guiding users incrementally toward their goals and enhancing user control and transparency in the recommendation process. According to a study by Siepmann and Chatti [34], such interfaces have the potential to facilitate the development of a more accurate mental model of the decision-making system. Therefore, in our design, by providing interactive and visual

interfaces, users are empowered to actively explore and adjust various configurations of the recommended technologies. This level of control allows users to observe and analyse the corresponding simulated results in real-time. As users manipulate the configurations, they gain a better understanding of how changes impact the outcomes. By making the system’s workings visible and allowing users to actively participate, users can develop a clearer mental model of how the system functions and how different choices influence the results. This transparency and user empowerment contribute to increased trust and understanding of the decision-making system.

### Levels of explanations

In addition, a study conducted by Kim et al. [25] examined the explainability needs of 20 diverse end-users and revealed that the level of explainability required varied based on participants’ backgrounds in AI and their interests in the domain. While there was a general curiosity about AI among participants, only those with a high level of AI expertise or a significant interest in the domain expressed a need for detailed explanations regarding the RS system. Therefore, it is essential to provide different levels of explanations to accommodate the varying characteristics of users and meet their specific needs.

**The first level of explanation** For users who are primarily focused on improving their home energy systems without a deep interest in understanding the underlying system, this level of explanation presents the recommended configurations, specifying the technology products that should be installed or upgraded in their homes. Additionally, it provides information on the corresponding yearly energy bills associated

with each configuration. The objective is to ensure that users comprehend the potential benefits of implementing the recommendations. By clearly presenting the recommended configurations and their associated energy bills, users can readily evaluate the potential improvements that can be achieved in terms of energy efficiency and cost savings.

**The second level of explanation** For users who have doubts about the recommendations and possess a curiosity about how the system operates, besides the first level information, this level of explanation offers insights through generated energy consumption patterns and encourages user exploration to understand the underlying workings of the system. They can observe how different configurations or technology choices impact energy consumption and ultimately influence the calculation of yearly energy bills. By facilitating user interaction and transparency, the system aims to build trust and alleviate doubts, enhancing user confidence in the system's recommendations.

**The third level of explanation** This level of explanation focuses on providing cognitive knowledge to users. It goes beyond the technical aspects of the system and delves into the broader context of environmental protection and sustainability. Users are encouraged to consider the long-term consequences of their energy-related decisions and their role in contributing to a more sustainable future. It aims to raise awareness among users, foster a sense of responsibility, and offer additional information and resources for embracing sustainable practices beyond the immediate recommendations of the system.

## **Additional information**

In addition to the aforementioned, there are several other techniques that are considered to further support users in their decision-making process. These techniques aim to provide additional information to enhance user understanding, facilitate comparisons, and enable informed choices.

**Comparison with current situation** To ensure users can verify the accuracy of our system, we provide a valuable reference point by offering simulated versions of their current energy bill and consumption. This feature allows users to compare the system's simulations with their actual energy usage, enabling them to assess the reliability and accuracy of the recommendations. By presenting users with their simulated current energy bill and consumption, they can directly observe how closely the system's simulations align with their real-life data. This serves as a tangible measure of the system's effectiveness and enhances user confidence in its recommendations. The verification process not only fosters user trust and confidence but also allows us to collect valuable user feedback for continuous improvement. By actively seeking user perspectives and incorporating their feedback, we can refine the algorithms and models, ensuring that the recommendation system evolves and remains responsive to users.

**Technology explanation** a brief explanation (Table 4.2) of each recommended technology is provided to help users understand their functionalities and how they contribute to energy efficiency. The technology introductions are presented in a clear and straightforward manner, avoiding technical jargon and using language that is easily understand-

able for users with varying levels of knowledge about energy systems. This ensures that users can quickly grasp the main concepts and functionalities of each technology without feeling overwhelmed by complex technical details. It empowers users to make more informed decisions by providing them with the necessary knowledge to assess the relevance and suitability of each technology for their specific energy needs and goals.

**Investment costs** The consideration of supplementary information pertinent to users' investment decisions holds significance. Hence, we endeavor to furnish users with additional information regarding technology costs. However, it is imperative to acknowledge that various brands exhibit divergent pricing structures, and the performance or size variations of individual technologies directly influence their corresponding costs. In light of this, we present users with a range of costs associated with each technology, aiming to facilitate their decision-making process by fostering informed choices. The specific cost ranges are presented in the Table 4.3.

## Presetation

Both Natural language ([NL](#)) and Information visualisation ([IV](#)) techniques are used to serve different purposes and enhance the overall clarity and effectiveness of conveying information to users. [NL](#) explanations, in the form

<b>Technology</b>	<b>Explanation</b>
PV system	A PV system can convert sunlight directly into electricity.
Battery system	A battery system can store excess energy generated by solar panels or other renewable sources of energy during the day.
SEMS	A Smart Energy Management System (SEMS) can optimise energy usage by adjusting heating and cooling systems, lighting, and other energy-consuming devices to minimise energy waste; and turning off or reducing energy usage during periods of low occupancy or when energy prices are high.
HP	A heat pump is a device that transfers heat from one place to another, providing both heating and cooling for spaces.
Hot water tank	A hot water tank is a device used to store domestic hot water for use in homes. The hot water in the tank can be used in sinks, showers, or appliances.
Space heating tank	A space heating tank is a device used to store hot water to provide heat to interior spaces in homes.
Building renovation	Building renovation can have a significant impact on improving home energy efficiency performance by reducing the amount of energy needed to heat, cool, and operate a home.

Table 4.2: Brief introduction of each technology

Technology	Initial investment (€)	Life (year)	Annualised cost (€)	Ref
PV system	1200/kWp	15	115.61/kWp	[8]
Battery system	428.57/kW h	15	41.29/kW h	[8]
SEMS	1000	15	96.34	[8]
HP	/	/	900	[9]
Building renovation	/	/	2000	[20] [19]

Table 4.3: Investment costs of different technologies

of textual descriptions, are utilised to provide detailed information about technology functionalities and costs. Charts are employed to present energy consumption data in a visual format. Visualising energy consumption data of each sector using charts helps to simplify complex information, enabling users to grasp patterns and comparisons more easily. Users can observe the relative contributions of different sectors, identify areas of high or low energy consumption, and explore alternative scenarios or configurations.

## 4.4 Medium

At present, the service is designed as a one-time interaction where users receive recommendations and may not revisit the system in the near future. Meanwhile, the explanations provided can be presented in a highly detailed manner, as users have the opportunity to carefully read and understand the

information. The interactive nature of the system allows users to compare complex data and explore different configurations. A larger screen offers a more comfortable viewing experience, therefore, the current focus is on desktop or larger screens. However, considering the prevalent use of smartphones in today's society, it is important to acknowledge the need for a mobile-friendly version of the service.

## 4.5 Interfaces

In this chapter, several key interfaces are explained, providing an overview of the important pages and features of the system. While not all pages are covered, the focus is on highlighting the interfaces that play a significant role in the user experience and decision-making process.

### Homepage

The homepage (Figure 4.3) of the website serves the purpose of informing participants about the functionality and process of the service. Several factors related to usability are considered in the design and content of the home page:

**Purpose introduction** The homepage should clearly communicate the purpose of the service, highlighting its main objective and benefits for participants, in order to help users understand the core function and value proposition of the website.

**Explanation of steps** A 2-step explanation is provided to guide users through the process of using the service even before they begin, this is to ensure that users are mentally prepared for the service and have a clear roadmap to follow.

**A time indicator** The estimated time required to complete the questionnaire is provided to users as a feature to mentally prepare them for the task at hand. By indicating the expected time commitment, users can have a better understanding of the anticipated duration of their engagement with the system.

**Data privacy information** Users are informed about the data handling practices and security measures implemented by the website. Additionally, users also have the opportunity to delve deeper into the specifics of data handling practices by accessing more detailed information. The privacy policy can be found in Appendix B.

**Involvement of organisations** The homepage introduces the relevant organisations involved in the development and operation of the service to establish credibility in the reliability and expertise of the system.

**Contact details** Email addresseses is provided to allow participants to reach out for support, clarification, or any other inquiries they may have.

**Language options** The service offers language options in both English and German to cater to a broader audience in Europe.

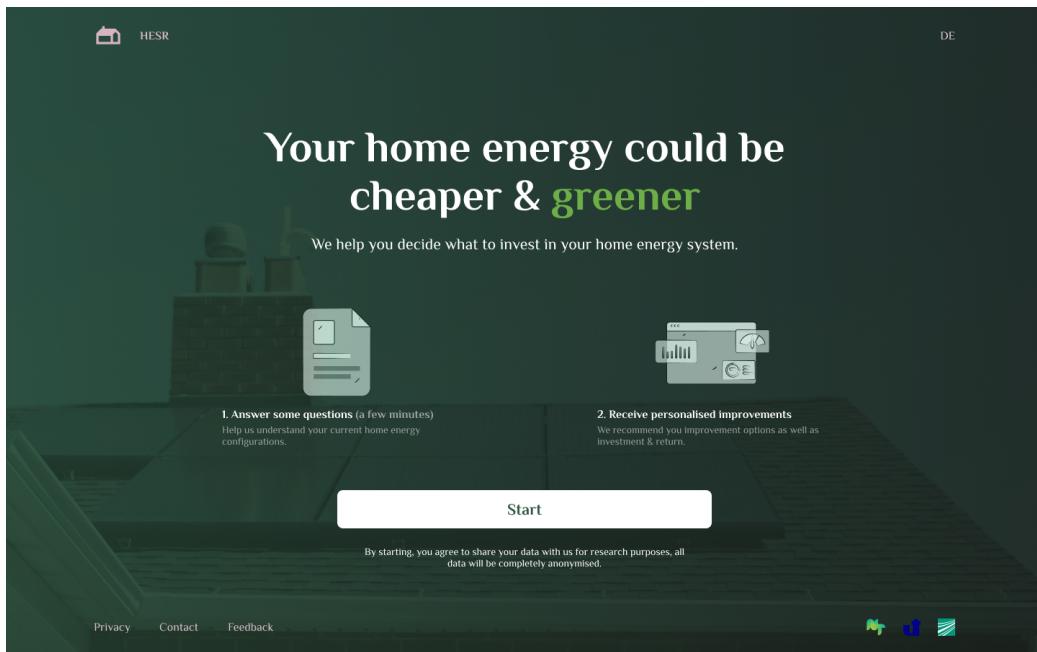


Figure 4.3: Homepage

## Questionnaire

The questionnaire page (Figure 4.4) is specifically designed to collect information pertaining to the household's current energy demand and supply-related factors. Its purpose is to gather comprehensive data in order to construct a detailed household profile. Several usability factors are taken into account to enhance user experience on this page:

**One question at a time** To present one question at a time, ensuring that users understand precisely what information is being requested from them. Users can focus their attention on each individual question without feeling overwhelmed by a large set of inquiries, which allows for better comprehension and reduces the risk of confusion or misunderstanding.

**Question categorisation** Each question is assigned a relevant category to provide context to users.

**Transparent process** The page outlines the overall process, indicating the number of categories involved.

**Detailed explanations** For unfamiliar or complex concepts, the page offers more detailed explanations to provide users with a better understanding.

**”I Don’t Know” option** Users are provided with an option to select ”I don’t know” if they are unsure about a particular question.

**Return and edit** The page allows users to easily navigate back to the previous page and make changes if they need to modify their answers.

HESR DE

Tell us about your Home Energy System

Is there a photovoltaics (PV) system in the house?

[What is a PV system?](#)

Yes

No

Figure 4.4: Questionnaire

## Recommendation

The recommendation page (Figure 4.5 and 4.6) serves as a crucial component of the system, aiming to inform users about the available home energy system options that can potentially lower future energy costs and improve energy efficiency. The page provides clear and simple explanations (annual energy costs) behind each recommendation. To ensure usability and meet user needs, the recommendation page incorporates the following features:

**List of recommendations** The page presents all the recommended options, or in some cases, informs users if no specific recommendation is available.

**Estimated current energy bill** Users are provided with an estimated current energy bill, allowing them to compare their existing energy costs with the potential savings offered by the recommended options. This provides a tangible reference point for users to assess the financial impact of the recommendations.

**Flexible orders** The system allows for different ways of presenting the recommendations.

**First level explanation** Each recommended option is accompanied by specific information regarding the potential financial benefits it offers, including money saved and the projected annual energy bills.

**Allow for detailed explanations** For users who seek more in-depth information, the recommendations page offers the option to access more detailed explanations.

## Simulation

The simulation page (4.7) aims to provide users with more detailed explanations about the recommended options.

**Data visualisation** It utilises data visualization techniques to present information in a visually engaging and easily understandable format.

**Comparison** The simulation page allows users to compare the recommended options with their current configuration using visualised data, making it easier to understand the differences in energy consumption and demand. The comparison enhances users' understanding of the disparities between the recommended options and their current configuration, enabling them to assess the potential benefits.

**Exploration** The simulation page enables users to make adjustments to the recommended options. Users can modify various parameters, such as the system size, or technology configurations, and recalculate the results accordingly. This interactive functionality empowers users to explore different scenarios and understand how their choices affect the projected outcomes.

## Current

- ⌚ Rhein-Sieg-Kreis
- 🏠 4-Person Household
- 🏡 Not renovated since 1987
- 🚗 Own electric car

[Back and edit >](#)

### CURRENT

Your current energy bill is estimated to be  
**€ 3839 / year**

[More details >](#)

- ✗ PV system
- ✗ Battery system
- ✗ SEMS system
- ✓ Heat source: Gas
- ✓ Hot water tank: 80 L
- ✓ Space heating tank: 80 L
- ✓ Air conditioner
- ✗ Building renovation: 1989

Why should we turn to renewable  energy? Learn more about the reasons other than cost-savings.

## Recommended configurations

5 energy configurations available for your house that may lower future energy costs and improve energy efficiency.

Sort by [Save the most money](#)

### SAVE THE MOST MONEY

#### Save € 1709 / year

If the following configurations are applied, the annual energy bill is estimated to be €2150.

[More details >](#)

- + Add a PV system
- + Add a battery system
- + Add a SEMS system
- ↑ Change the heat source to electricity
- ↑ Renovate the building

*Investment costs from €1000*

#### Save € 1209 / year

If the following configurations are applied, the annual energy bill is estimated to be €2150.

[More details >](#)

- + Add a PV system
- + Add a battery system
- + Add a SEMS system
- ↑ Change the heat source to electricity

*Investment costs from €800*

### Save € 809 / year

If the following configurations are applied, the annual energy bill is estimated to be €2150.

[More details >](#)

- + Add a PV system
- + Add a battery system
- + Add a SEMS system

*Investment costs from €700*

### Save € 609 / year

If the following configurations are applied, the annual energy bill is estimated to be €2150.

[More details >](#)

- + Add a PV system
- + Add a battery system

*Investment costs from €600*

### LOWEST INVESTMENT

#### Save € 409 / year

If the following configurations are applied, the annual energy bill is estimated to be €2150.

[More details >](#)

- + Add a PV system

*Investment costs from €500*

Customise my home energy system 



Tell us what you think



Download all options

 HESR

DE

**Current**

- ⌚ Rhein-Sieg-Kreis
- 👤 4-Person Household
- 🏡 Not renovated since 1987
- 🚗 Own electric car

[Back and edit >](#)

**CURRENT**

Your current energy bill is estimated to be  
**€ 1839 / year**

[More details >](#)

- ✓ PV system
- ✓ Battery system
- ✓ SEMS system
- ✓ Heat source: Gas
- ✓ Hot water tank: 80 L
- ✓ Space heating tank: 80 L
- ✓ Air conditioner
- ✓ Building renovation: 2022

Why should we turn to renewable  energy? Learn more about the reasons other than cost-savings.

**Recommended configurations**

It seems that your home energy system is already very technically economical and we do not have a recommendation that may lower future energy costs for you at the moment. You can also see how different configurations will affect your house's energy consumption by manually customising your home energy system using our service.



Customise my home energy system >

 Tell us what you think

 Download all options

Figure 4.6: No recommendation

### Estimates of your household energy use

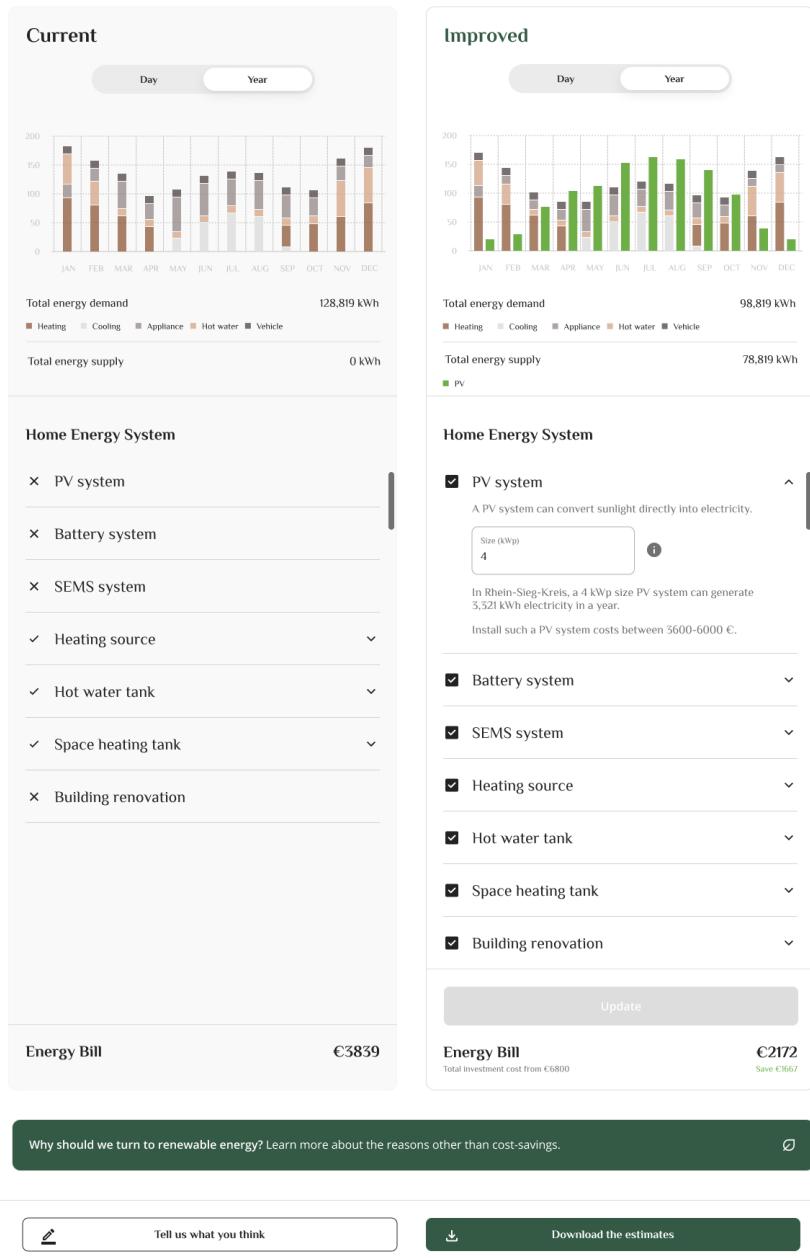


Figure 4.7: Simulation page

# **Chapter 5**

## **Development**

The web application is designed as a client-server architecture, with the frontend responsible for collecting user data and presenting recommendations and explanations, while the backend handles the processing and analysis of data using the FLEX models.

### **5.1 Frontend**

The frontend of the web application utilises HTML, CSS, and JavaScript to construct the user interfaces and manage the application's behaviour. HTML is employed to structure the webpage content and define its elements. CSS is used to style and format the appearance of the webpage. JavaScript, on the other hand, adds interactivity and dynamic functionality to the webpage, enabling features such as language switching and server communication. Furthermore, SurveyJS, an open-source JavaScript form builder library, is integrated into the frontend to provide a convenient solution for creating

and embedding surveys within the application. In summary, HTML, CSS, JavaScript, and external tools like SurveyJS are combined in the frontend development to create visually appealing, interactive, and user-friendly interfaces.

## 5.2 Backend

The backend of the web application utilises Flask, a Python-based web framework, to serve as the intermediary between the frontend and the FLEX models. This choice was made based on the fact that the FLEX models are implemented in Python. Originally, our intention was to enable direct communication between the backend and the models using Python. However, during the development process, we realised that the models' calculations, especially when finding recommended configurations, could be time-consuming. Each scenario takes approximately 7 seconds to calculate, and considering the need to identify multiple scenarios that could save energy costs for the household, it would be impractical to make the user wait for the results. To address this issue, we decided to pre-process the data and store it in a database. This approach significantly reduced the time required to identify energy-saving scenarios, allowing for a more efficient user experience.

# Chapter 6

## Evaluation

In this chapter, we present the evaluation of our IT artefact. The evaluation study focuses on two main aspects. Firstly, we assess the effectiveness of the explanations provided to users in helping them understand why specific configurations were recommended for their home energy systems. Secondly, we evaluate whether the information presented through the explanations has an impact on users' attitudes, such as increased awareness of energy-efficient technologies or a stronger inclination to adopt them.

As highlighted in Nunes and Jannach's summary [29], there is no universally accepted definition of what constitutes a correct or best explanation, evaluating the quality of explanations relies on capturing the subjective perceptions of users and monitoring the impact of these explanations on user behaviour, and user studies have been the predominant research method for assessing explanations in recommender systems. Aligned with this understanding, our goal of capturing the subjective perceptions of users regarding the explanations provided and assessing any changes in their attitudes, we

have made the decision to conduct real-user studies.

Due to time constraints imposed by the university's requirements for a master's thesis, we conducted qualitative user studies with 6 participants in the [South Germany](#) region. While the sample size was small, qualitative studies provide valuable insights into users' perceptions, attitudes, and experiences.

## 6.1 Semi-structured interviews

The interview will follow the following structured format to gather insights from the participants.

1. Express gratitude to the interviewee for their willingness to participate and introduce myself briefly.
2. Provide a brief recap of the project, emphasising its purposes, and clarify the specific objectives of the interview.
3. Inform the interviewee about the expected duration of the interview (approximately 40 minutes) and assure them that the recording will be used solely for transcription purposes, ensuring confidentiality.
4. Explain that the interview will involve participants using the web service to explore and discover recommendations tailored to their home energy systems.
5. Prior to participants using the service, they will be asked a series of questions pertaining to their demographic information and initial perceptions of energy technologies.

6. Allow participants to utilise the service using a laptop.
7. Once the participants have interacted with the service, other questions will be asked.
8. Inquire if the interviewee has any remaining questions or uncertainties.
9. Express appreciation once again for their participation and inform them that they can reach out with any further concerns or inquiries they may have.

### **Target groups**

The target users of this study are individuals residing in Germany who own single-family houses.

ID	Gender	Age	Location	Background
P1	M	60	Germany	Construction

Table 6.1: Participants

### **Goals**

- Evaluate the effectiveness of explanations in helping users understand the rationale behind recommended configurations for their home energy systems.
- Assess the impact of the provided information on users' attitudes, including increased awareness of energy-efficient technologies and a higher propensity to adopt them.

## Material

- **Laptop:** Participants will be provided with a laptop to access and use the web service before the interview.
- **Recording Device:** A mobile phone for instance, will be used to capture and record the interview session to enable accurate transcription of the interview responses for analysis and reference.
- **Interview Guideline:** A printed copy of the interview guideline.
- **Pen and Papers:** A pen and some papers to jot down any notes or additional information during the session.
- **Translator:** In the event that participants are not comfortable with the English language, a German speaker will be present to assist in facilitating communication and ensuring a clear understanding of the questions and responses.

## Welcome

Thank you for participating in this interview. My name is Yanwei Miao, and I am currently working on my master's thesis project in collaboration with Fraunhofer ISI. We developed a web service to help homeowners like you make informed decisions about investing in energy technologies for your homes. Our aim is to provide personalised recommendations based on your specific circumstances, enabling you to determine the economic feasibility of implementing these technologies. To proceed, we kindly request your cooperation in answering a few questions about your background. This will help us gain a better understanding of your knowledge and perspective on AI

and energy. Once is complete, we will guide you through the web service to obtain personalised recommendations for your home energy system. While using the service, we encourage you to think out loud and share your thoughts and observations. Afterward, we will conduct a 30-minute interview to gather your feedback and insights. If you have any questions at any point, please don't hesitate to ask. Are you ready to begin?

## Questions

The interview questions can be categorised into four main categories: *demography, explainability, attitude change, and additional questions*. Demography questions focus on gathering information about the background of the interviewees, aiming to identify any demographic factors that may influence their interest in more detailed explanations. Explainability questions are designed to assess the clarity and comprehensibility of the provided explanations, aiming to determine if they are clear and understandable to the participants. Attitude change questions are divided into two parts: before using the service and after using the service. These questions aim to capture any changes in participants' attitudes towards energy technologies and their perception of the recommendations after using the service. Lastly, additional questions or thoughts may arise during the interview. They could be an opportunity to explore additional insights or address any specific concerns during the conversation.

Category	Questions
	Before using the web service

Demography	<p>Gender</p> <p>Age</p> <p>Educational background</p> <p>Occupation</p> <p>Knowledge and interest in AI</p> <p>Knowledge and interest in the energy domain</p>
Altitudes	<p>Have you heard of energy-efficient appliances or renewable energy technologies for households?</p> <p>Have you ever considered implementing energy-efficient technologies, such as solar panels and smart thermostats in your house?</p> <p>What is your understanding regarding the benefits of energy-efficient technologies?</p> <p>Do you know climate change and why it is important for individuals to save energy and utilise renewable energy sources?</p>
After using the web service	
Altitudes	<p>How do you feel about the recommendations provided?</p> <p>Do you find the recommendations useful or valuable?</p> <p>Are you considering investing in any of the recommended technologies now? Why or why not?</p>

	What factors influence your decision to adopt or reject the recommendations?
Explainability	<p>Do you know why the recommendations were recommended to you?</p> <p>Do you trust the recommendations? Why or why not?</p> <p>What factors contribute to your trust or lack of trust in the recommendations?</p> <p>Were you familiar with these technologies before using the system?</p> <p>Did the system provide enough information for you to understand the technologies?</p> <p>Has your knowledge of energy efficient technologies improved as a result of using the system?</p> <p>Do you believe adopting these technologies can lead to lower energy costs? Why or why not?</p>
Additionals	<p>Give participants an opportunity to share any additional thoughts, concerns, or suggestions regarding the system and its recommendations.</p> <p>Ask if they have any questions for you or if there's anything else they would like to discuss.</p>

Table 6.2: Interview guideline

## Closure

Thank you so much for taking the time to participate in this interview session. I truly appreciate your willingness to share your thoughts and experiences with us. If you have any further questions, concerns, or additional insights that you would like to share, please don't hesitate to reach out.

## 6.2 Future work: Kano survey

The Kano model [33] is a commonly used framework in quantitative research to understand customer satisfaction and prioritise features or attributes. In our project, we aim to also incorporate the Kano model survey (Table 6.3) as part of our future work. We plan to integrate this survey directly into the web service, allowing individuals who have interacted with the service online to voluntarily complete the survey. Through the integration of the Kano survey into the web service, we have the opportunity to collect insights from users who engage with the service online. This will enable us to assess whether the inclusion of specific features in the service brings delight to our users. This assessment will help us determine the necessity of explanations in the service.

Features	I like it	I expect it	I'm neutral	I can tolerate it	I dislike it

Show corresponding yearly energy bill					
Don't show corresponding yearly energy bill					
Show detailed simulated yearly energy consumption					
Don't show detailed simulated yearly energy consumption					
Show detailed simulated daily energy consumption					
Don't show detailed simulated daily energy consumption					
Show climate change information					
Don't show climate change information					
Allow exploring and adjusting configurations of the recommended technologies					
Don't allow exploring and adjusting configurations of the recommended technologies					

Show comparison with current situation					
Don't show comparison with current situation					
Show explanation of each technology					
Don't show explanation of each technology					
Show total investment costs of each technology					
Don't show total investment costs of each technology					
Show annualised investment costs of each technology					
Don't show annualised investment costs of each technology					

Table 6.3: Kano survey

## 6.3 Analysis

Table 6.4 summarises the participants' overall knowledge and interest in AI and energy, as well as their perspective on the altitude change and trust in the recommendations following their use of the service.

ID	Interest in AI	Interest in energy	Altitude change	Trust
P1	No	Yes	No	Yes

Table 6.4: Participants' perceptions about AI and energy

### Participant 1

Before using the service, Participant 1, who works in the house construction industry, displayed knowledge of EU energy policy and familiarity with energy-efficient appliances and renewable energy technologies. He had implemented solar panels in one of his houses and believed in their ability to reduce energy costs for households. Participant 1 emphasised the rising energy prices and the importance of addressing climate change, expressing dissatisfaction with Germany's continued use of coal.

During the service usage, Participant 1 found the service to work smoothly, receiving a comprehensive list of around 50 recommendations to lower energy costs. While he agreed with most configurations, he felt overwhelmed by the extensive list and preferred to focus on specific options such as installing a heat pump and conducting a house renovation, given his expertise in his own

house's needs. Despite not finding recommendations for biomass utilisation, Participant 1 relied on his professional experience and personal resources in considering biomass as the most cost-effective option. Although he missed the last level of explanation on renewable energy benefits, he clicked to view more details on the specific recommendation he sought.

After using the service, Participant 1 appreciated the recommendations but felt they were more suited for general houses rather than his unique situation. Financial considerations and environmental impact guided his energy technology decisions. Trusting the recommendations due to his familiarity with them, he acknowledged the service provided an overwhelming amount of information and a surplus of recommendations.

# Appendices

## Appendix A

### Input of the FLEX models

Category	Data
Behaviour profile	id_hour, people_at_home_profile_1, hot_water_demand_profile_1, appliance_electricity_demand_profile_1, vehicle_at_home_profile_1, vehicle_distance_profile_1.
Battery	ID_Battery, capacity, capacity_unit, charge_efficiency, charge_power_max, charge_power_max_unit, discharge_efficiency, discharge_power_max, discharge_power_max_unit.
Continued on next page	

**Table A.1 – continued from previous page**

Category	Data
Behaviour	ID_Behavior, id_people_at_home_profile, target_temperature_at_home_max, target_temperature_at_home_min, target_temperature_not_at_home_max, target_temperature_not_at_home_min, shading_solar_reduction_rate, shading_threshold_temperature, temperature_unit, id_hot_water_demand_profile, hot_water_demand_annual, hot_water_demand_unit, id_appliance_electricity_demand_profile, appliance_electricity_demand_annual, appliance_electricity_demand_unit, id_vehicle_at_home_profile, id_vehicle_distance_profile.
Boiler	ID_Boiler, type, power_max, power_max_unit, carnot_efficiency_factor.
Building	ID_Building, type, construction_period_start, construction_period_end, person_num, Af, Hop, Htr_w, Hve, CM_factor, Am_factor, internal_gains, effective_window_area_west_east, effective_window_area_south, effective_window_area_north, grid_power_max, supply_temperature.
Energy price	ID_EnergyPrice, id_electricity, id_electricity_feed_in, id_gases, price_unit.
Heating element	ID_HeatingElement, power, power_unit, efficiency.
Continued on next page	

**Table A.1 – continued from previous page**

Category	Data
Hot wa- ter tank	ID_HotWaterTank, size, size_unit, surface_area, surface_area_unit, loss, loss_unit, temperature_start, temperature_max, tempera- ture_min, temperature_surrounding, temperature_unit.
PV	ID_PV, size, size_unit.
Region	ID_Region, code, year, norm_outside_temperature.
Space cooling technol- ogy	ID_SpaceCoolingTechnology, efficiency, power, power_unit.
Space heating tank	ID_SpaceHeatingTank, size, size_unit, surface_area, sur- face_area_unit, loss, loss_unit, temperature_start, tempera- ture_max, temperature_min, temperature_surrounding, tempera- ture_unit.
Vehicle	ID_Vehicle, type, capacity, capacity_unit, consump- tion_rate, consumption_rate_unit, charge_efficiency, charge_power_max, charge_power_max_unit, discharge_efficiency, discharge_power_max, discharge_power_max_unit, charge_bidirectional.
Energy price	Region, year, id_hour, electricity_1, electricity_2, electric- ity_feed_in_1, gases_1.
Continued on next page	

**Table A.1 – continued from previous page**

Category	Data
Region weather	region, year, id_hour, pv_generation, pv_generation_unit, temperature, temperature_unit, radiation_south, radiation_east, radiation_west, radiation_north, radiation_unit.

Table A.1: Input data of the FLEX-Operation model

# **Appendix B**

## **Privacy Policy**

This Privacy Policy outlines how University of Siegen and The Fraunhofer Institute for Systems and Innovation Research (ISI) collect, use, and protect data for research purposes.

### **Data Collection**

When you use our service, we collect data for research purposes. All data will be anonymous, meaning that we will not collect any personal information that can identify you. The data we collect may include, but is not limited to, information about your usage of the service, your location, and demographic information.

## **Data Use**

We will use the data collected to conduct research and may publish papers based on the findings. The data will be used only for research purposes and will be safely taken care of by and only by all the parties involved in this research, which are University of Siegen and The Fraunhofer Institute for Systems and Innovation Research (ISI).

## **Data Retention**

Please note that once you have used our service, you cannot delete your data. This is because your data will become part of a larger pool of data that will be analysed anonymously. The data will be retained for as long as is necessary for research purposes.

## **Data Security**

We take appropriate measures to protect the data we collect from unauthorized access, use, or disclosure. We use industry-standard security protocols and techniques to safeguard the data from unauthorized access, use, or disclosure. All the parties involved in this research, which are University of Siegen and The Fraunhofer Institute for Systems and Innovation Research (ISI), will have access to the data.

## **Data Sharing**

We do not share the data we collect with third parties, except as required by law or with your explicit consent.

## **Changes to this Policy**

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make any changes to this Privacy Policy, we will post the revised version on our website.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy or our data collection and processing practices, please contact us.

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I certify that I have prepared the written elaboration independently and have not used any other aids than those specified. All passages that are taken from other works in terms of wording or meaning (including translations) have been clearly identified as borrowing in each individual case, giving precise details of the source (including the World Wide Web and other electronic data collections). This also applies to attached drawings, pictorial representations, sketches and the like. I acknowledge that the proven omission of the indication of origin will be assessed as an attempted deception.