



# **A Smart Meter Requires a Smart Interface**

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**February 10, 2010**

# Feedback design is complicated



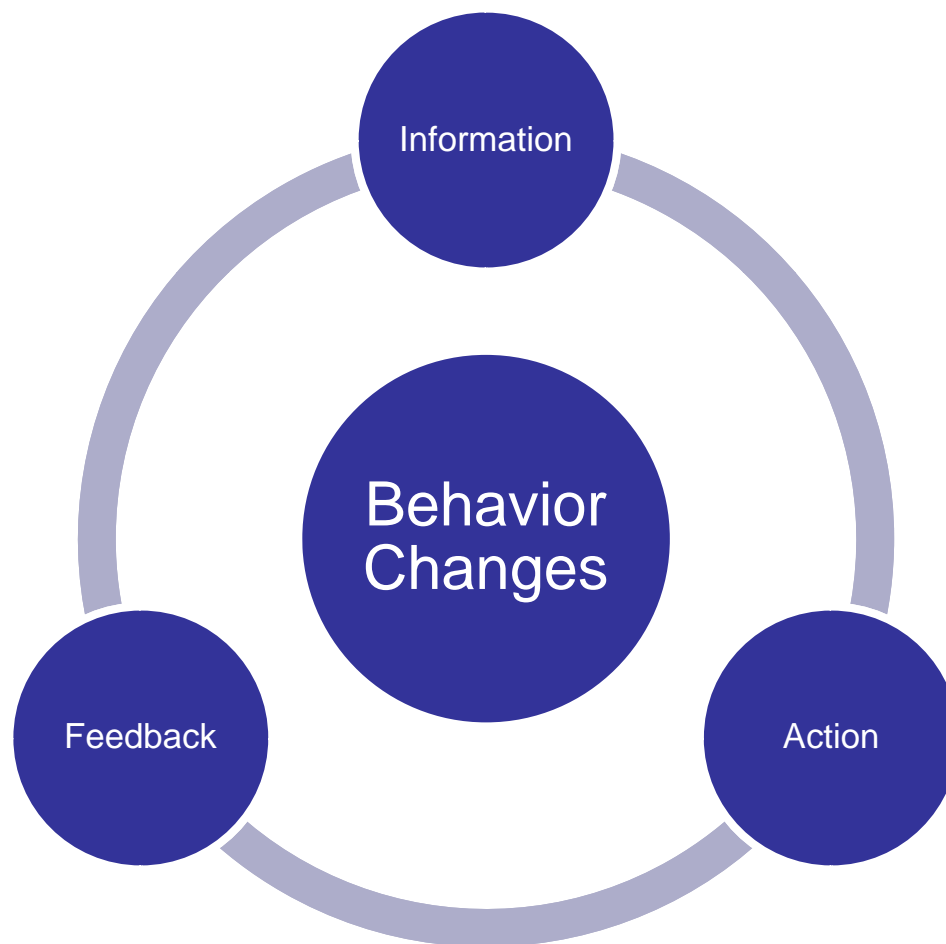
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# Today's landscape



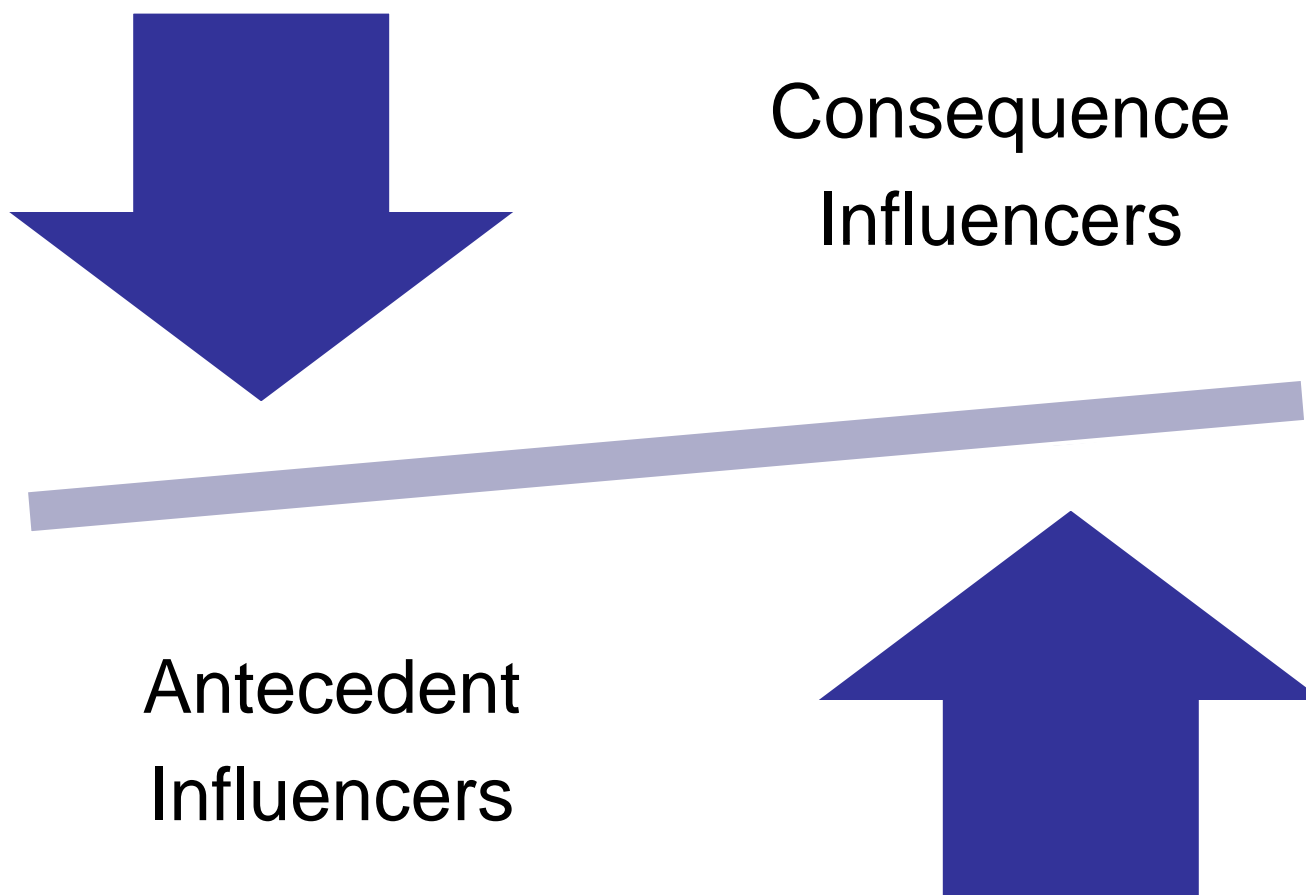
Courtesy: Comverge, AzTech, Blueline, Precision Data, HAI, LS Research, Tendril, The Energy Detective, Onzo, Landis + Gyr

# Learning



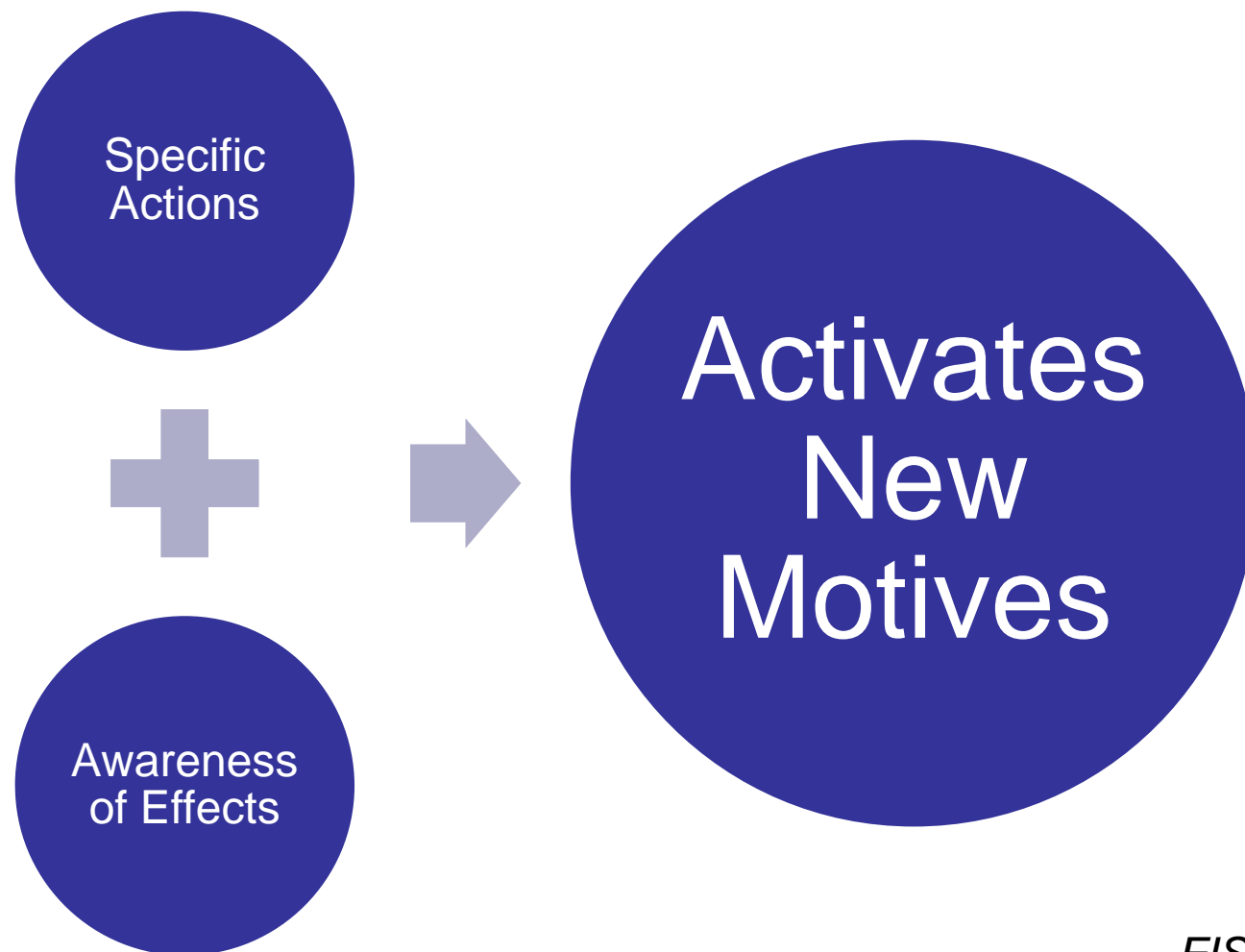
*DARBY*

# Intervention



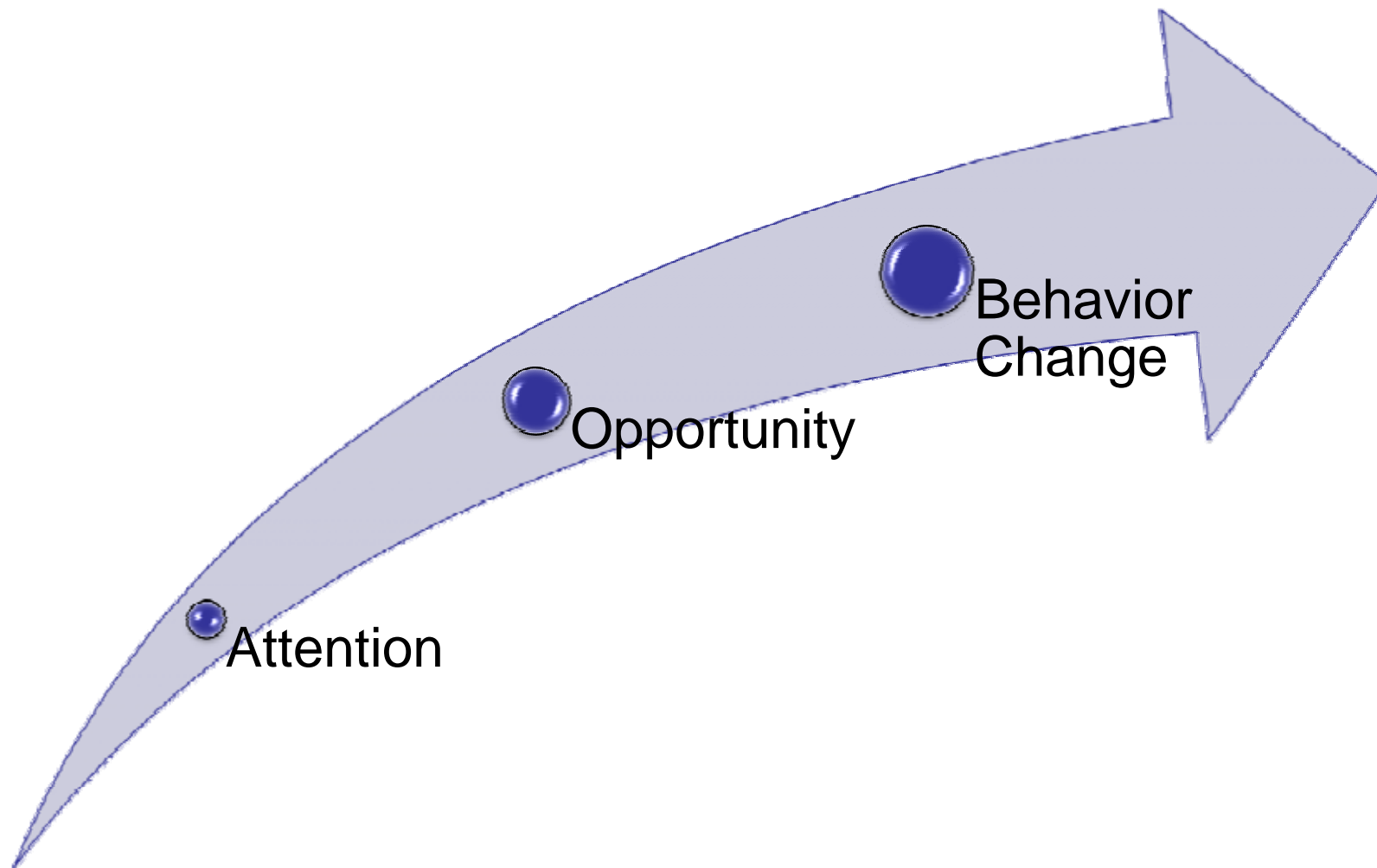
*ABRAHAMSE*

# Conscious decision-making



*FISCHER*

# One unified observation



# Closing the gap

Theory

What

Implementation

How



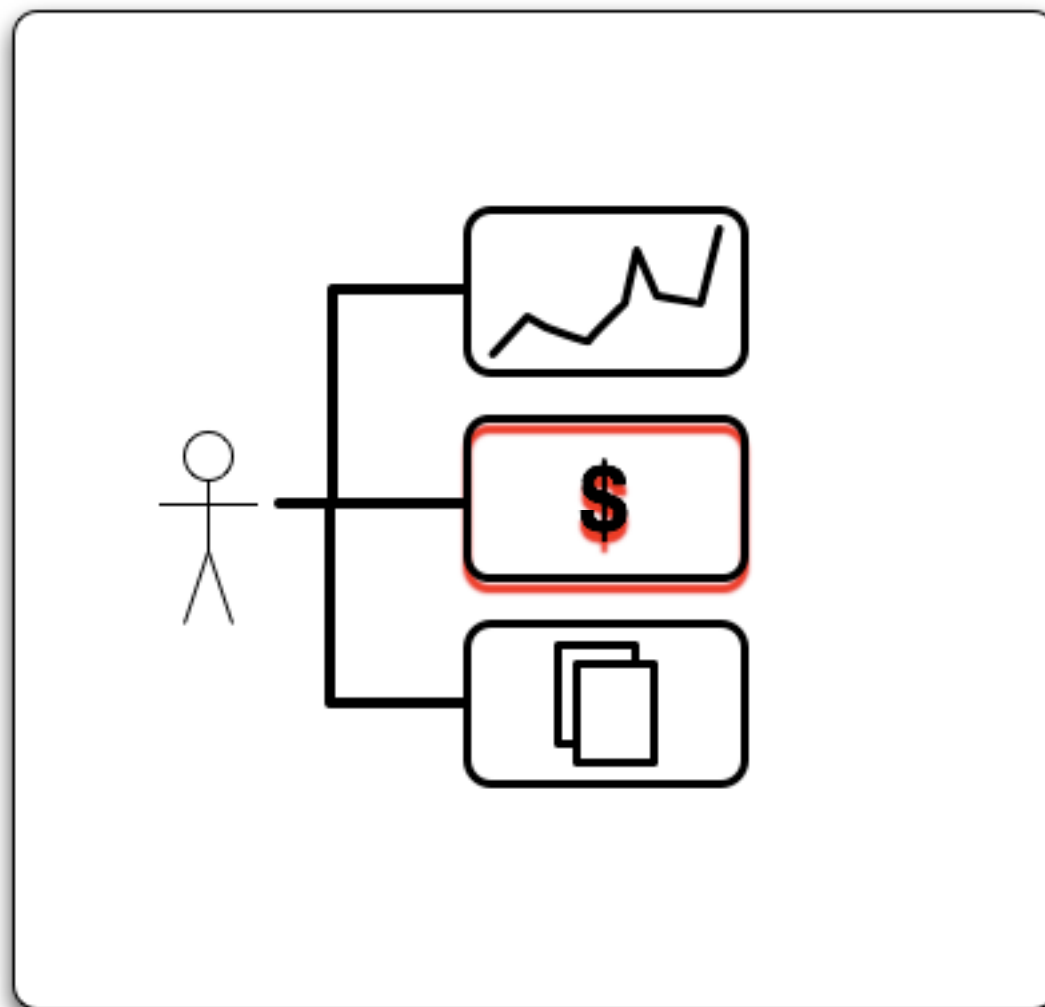
# Goals

- Bridge the gap from theory to implementation
- Grab the homeowner's attention
- Align the goals of the user with action
- Create a testable product

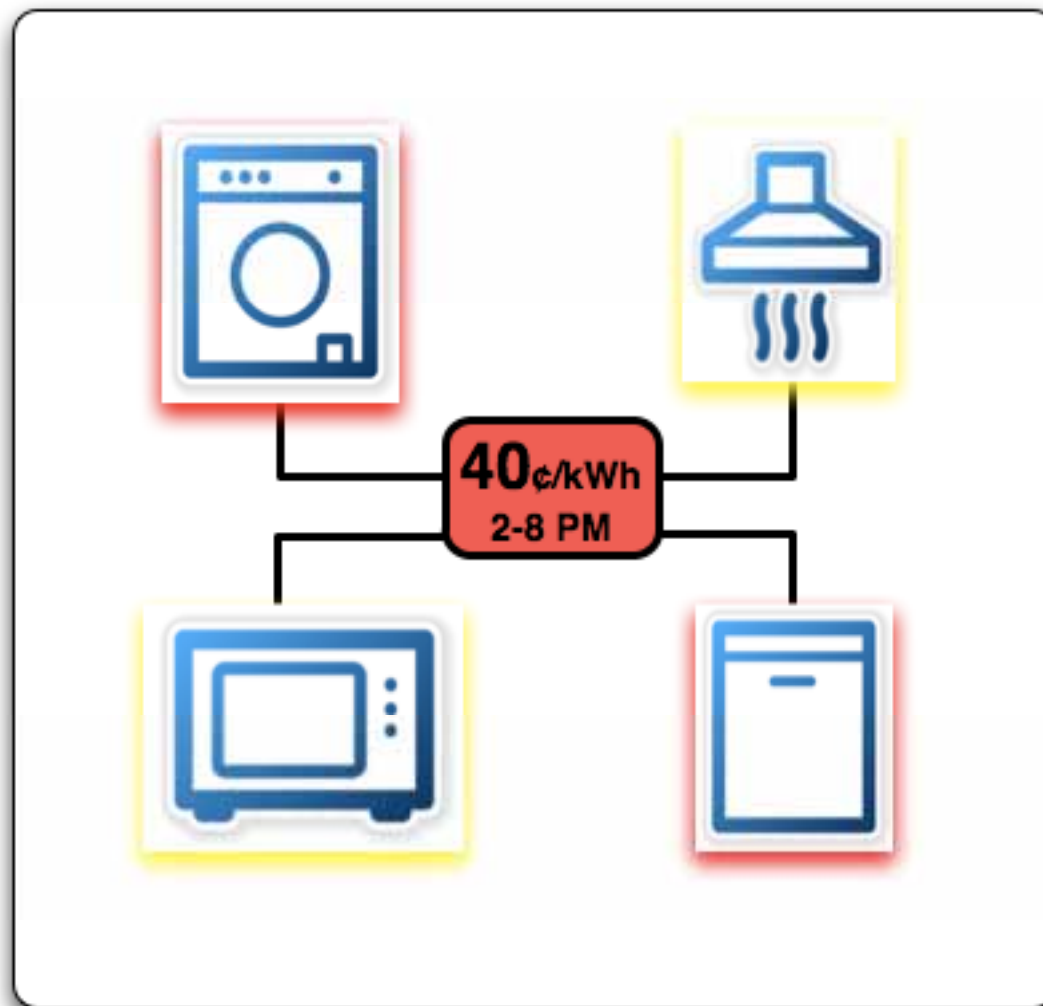
# Creating opportunity



# Attention

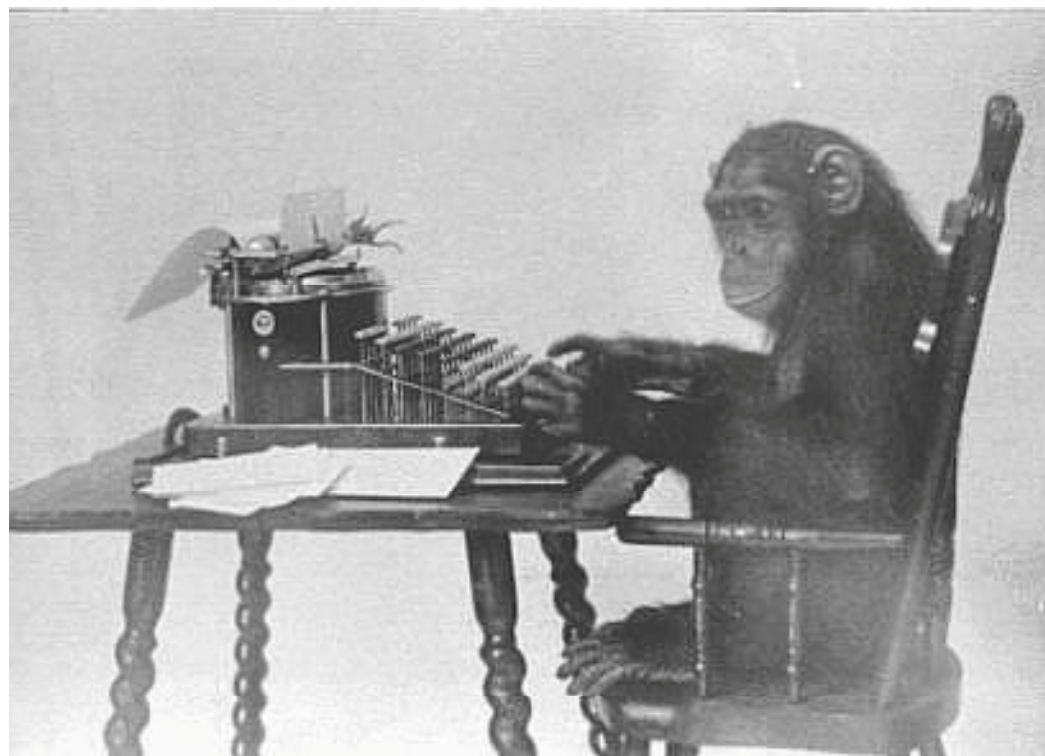


# Specific and actionable

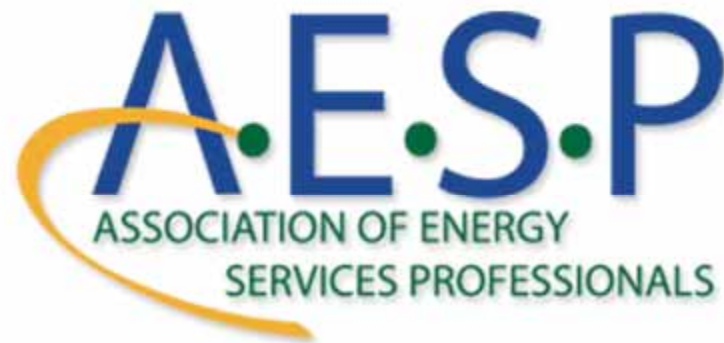


“The main goal is not to complicate the already difficult life of the consumer.”

—Raymond Loewy



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