





consensus  coercion




We have one boss  We have many bosses



The boss decides  We all have a say



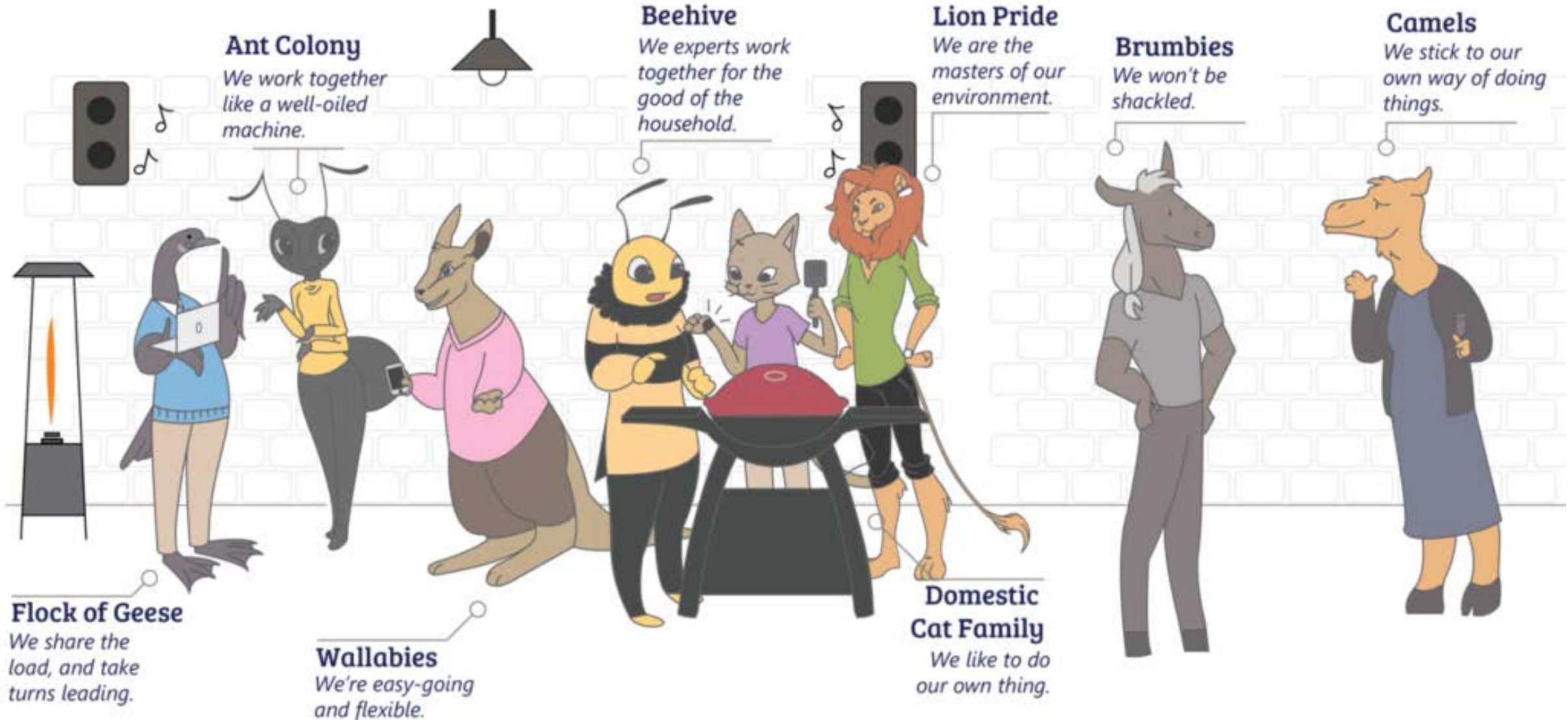
What's close to hand  What can I hunt down

Recognising customers

What differentiates households

Recognising customers

Households have a style



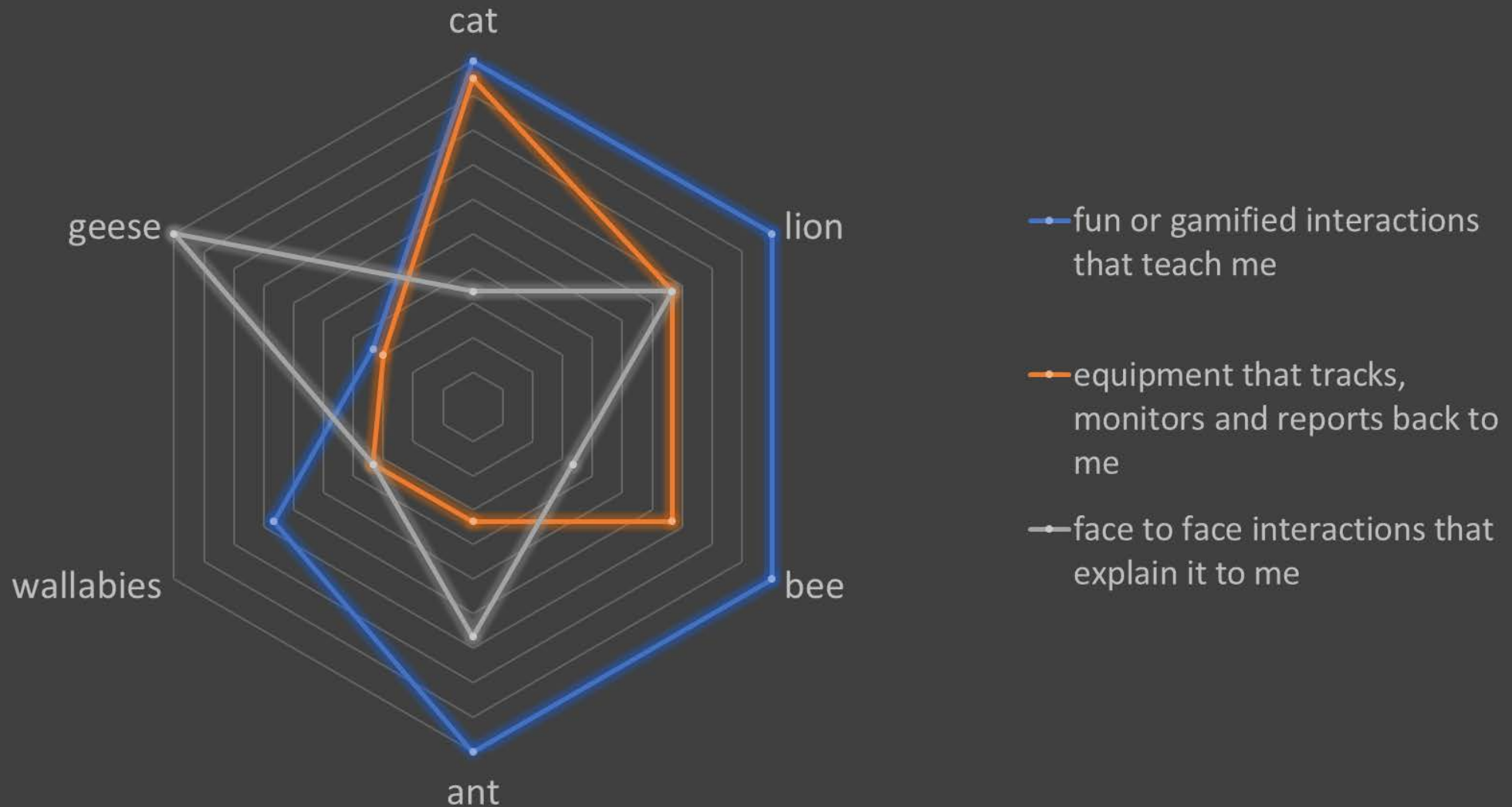
Respecting Customers – Talk their language



Goals	Barriers	Possible Value Proposition
Consistency, Efficiency, Stability	Needless complications, constant change, threats to our established ways.	Keep us on track with minimal disruption.
Expertise, Control, Ease	Roadblocks, failing to acknowledge our expertise, needless change.	Put the power in our hands.
Convenience, Flexibility, Harmony	Too much effort, needing to monitor, solutions that don't consider all of us.	Keep us organised to meet our changing demands.
Freedom, Entertainment, Equality	Needless restrictions, boredom, solutions that favour authority figures.	Give us the freedom to enjoy life together.
Comfort, Mastery, Empowerment	Too much effort, not enough power (when we want it), single-option solutions.	Serve us. Because we've got better things to do.
Independence, Mastery, Empowerment	Roadblocks, not enough power (when we want it), single-option solutions.	Make us the masters of our environment.

Respecting customers – consider message delivery

Consumer preferences for learning and understanding the impacts of their energy choices



Rewarding customers – intrinsic/extrinsic

