




D&AD NEW BLOOD AWARDS 2015




Brief set by:
NPOWER

In collaboration with:
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CREATE AN INNOVATIVE DIGITAL EXPERIENCE TO DEMYSTIFY HOUSEHOLD ENERGY.

DIGITAL & SERVICE DESIGN / UX , INTERFACE & NAVIGATION / TECHNOLOGICAL INNOVATION



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#NewBloodAwards**

Deadline:
**31 MARCH 2015
5PM GMT**

BACKGROUND
Energy companies are on a mission to reduce energy consumption, emissions and household bills. And to do this, they have targets to meet for installing energy saving improvements in people's homes, from loft insulation and boiler upgrades to innovative micro-generation appliances. But for householders looking at the products on offer, the sheer range of options is bewildering, and the return on investment for the different choices is unclear. Companies also have an obligation to help low income households who could benefit the most from efficiency measures, but the complex web of funding schemes (such as the Green Deal) and eligibility criteria means that consumers find it difficult to understand what's on offer.

npower, as a leading UK energy provider, see an opportunity to get more homes across the board to take up the efficiency measures they offer – among people eligible for free improvements, and those funding these themselves.

THE CHALLENGE
Design an innovative digital experience (eg an app or website) to help consumers understand the energy efficiency measures npower offer, and the savings these bring to their home.

How can npower demystify household energy efficiency through an innovative digital experience?

WHO IT'S FOR
Families. Households that are eligible for free energy-saving improvements but might not know it. And households who may not be eligible for funding but are still interested in energy efficient improvements and micro-generation appliances, to save themselves money longer term and to protect the environment.

WHAT TO CONSIDER

- Find out what real people know about the energy improvement measures on offer, and what the barriers to engagement are.
- Look at current awareness websites and resources. What are their digital user journeys like? Where do they do well, and where and how do they break down?
- Think about how your digital experience would work across multiple devices and touchpoints.

- How could your solution help npower stand out from their competitors? What can npower do that others can't?
- Can npower harness the younger generation's greater environmental consciousness and tech-savvyness to engage their parents?
- Could gamification (the use of game play mechanics to encourage engagement and desired behaviour) encourage families to look at the current energy efficiency of their home, and to visualise the potential savings and environmental benefits behind npower's energy saving measures?
- Think about how you might communicate your digital experience. How will people find it? What will make them want to use it?

WHAT'S ESSENTIAL

- Show the user experience scenario, eg with a storyboard.
- Visualise your concept, eg through illustrations, renders, animation, video, etc.
- Include a summary of key insights from your research.

WHAT TO SUBMIT
See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

Main deliverables (mandatory)
Present your solution using **either** a **video** (max. 2 mins) **or** up to eight presentation slide **images**.

Supporting material (optional)
The judges will only look at this if your main deliverable has impressed. This could include executions or mock-ups of your solution, or show your process and the development of your idea.

You can submit **interactive** work (websites, widgets, apps, HTML, etc.) as supporting material. If your main deliverable is video, you can also submit up to four **images**. If your main deliverable is images, you can also submit a **video** (max. 1 min).