











USER JOURNEY scenario

John, 31

Entrepreneur living in central London; co-founder of a small but successful start-up and tech savvy. John is a regular user of self-tracking devices especially while exercising and keeping track of his daily routine such as energy usage and spendings. He has an active social life and he is always on the look out for interesting things to do in the city.

Stages	Set up	Consumption	Projects	Complete	Redeem
Doing	 <p>Synchronize smartphone with smart meter(s)</p>  <p>Customize settings</p>	 <p>Track daily consumption and savings to date</p>  <p>Download consumption data (optional for future reference)</p>	<p>SELECT ITEM/ SAVE PROJECT</p> <p>Evaluate savings via project(s)</p>  <p>Create a new project</p>  <p>Track existing projects</p> <p>EDIT</p> <p>Organize projects</p>	 <p>Complete project budget</p>  <p>View/Download e-voucher(s)</p>	 <p>Locate project venue/item purchase point</p>  <p>Redeem e-voucher/project</p>
Thinking	<p>How is my energy usage calculated? Am I paying for the amount I am using? It would be practical and financially better to be able to get accurate readings from the new meter directly to my phone.</p>	<p>How much electricity and gas have I used up during the past couple of weeks? Has my consumption improved over the last few days? How much money have I saved so far? I'll save the consumption data on my smartphone; it could come in handy for consumer benefits.</p>	<p>I can finally start making plans with all the money I've saved. Let's see what I can get with what I already have... maybe I'll save that dinner for two for Valentine's day. I would have reached the budget by then! Let's see what projects I've saved already and which are almost done.</p>	<p>Finally! My budget is reached for happy hour in Shoreditch. The guys at the office will be thrilled that drinks are on their boss this friday. Well, let's hope I remember to pop the e-voucher code to the bartender and get my savings worth in beers!</p>	<p>The pub is right around the corner, it was easy to locate it on the map. Okay, time to unwind with a couple of drinks. I'll present the e-voucher barcode to the bartender so we can get our beers right away... well, to celebrate saving energy of course.</p>
Feeling	Curious, slightly anxious, inquisitive, pensive	Slightly relieved, content to keep track of savings	Excited to begin new project and budgets almost reached	Satisfied with savings, happy to redeem project(s)	Content, relaxed, satisfied