

PERSONA

Following thorough research into the usage patterns of Delhi households in the preliminary stages, we gained insights into individual behaviors influenced by factors such as convenience, lifestyle, awareness, economic status, and design. Our objective was to organize our research to focus on a specific theme, targeting solutions that could result in optimal savings in vampire power consumption.



TARGET GROUP

We expanded our target audience from individual providers to urban households in Delhi to encompass all electricity users, allowing us to better understand and address electricity usage across the community.

97.50% of the population of Delhi lives in Urban households

PERSONALITY

The Guptas are a busy family of four living in a modern urban setting. Mr. Gupta is a tech enthusiast who enjoys the latest gadgets and gizmos, while Mrs. Gupta is a career-oriented individual who values convenience and efficiency. Their two teenage children, Anuj and Avni, are avid gamers and social media enthusiasts.

THOUGHT PATTERN

The Gupta family prioritizes convenience, often leaving appliances connected for easy access without considering the implications of this habit.



PAIN POINTS

- **Unawareness:** Lacks awareness about standby power consumption and its impact on their electricity bills and the environment.
- **Convenience Overload:** Their reliance on convenience often leads to leaving devices plugged in constantly, even when not in use.
- **Budget Concerns:** Although they enjoy the latest tech, the Guptas are not immune to budget constraints. They feel the pinch of rising electricity bills but are unsure of how to address the issue without sacrificing convenience.
- **Device Longevity:** The Guptas also face the frustration of devices having shorter lifespans due to constant power usage, leading to increased maintenance costs and frequent replacements.
- **Environmental Impact:** While they care about the environment, the Guptas are unaware of the ecological footprint left by their energy consumption habit.

GOALS

- Comfortable and connected lifestyle.
- They prioritize convenience and seek to make their daily routines as seamless as possible.
- To stay ahead of the curve in technology, always eager to explore new devices and innovations.
- Work-life balance, aiming to manage her career while still having quality time with her family.
- Prioritize entertainment and social interaction and staying connected with friends.

MOTIVATIONS

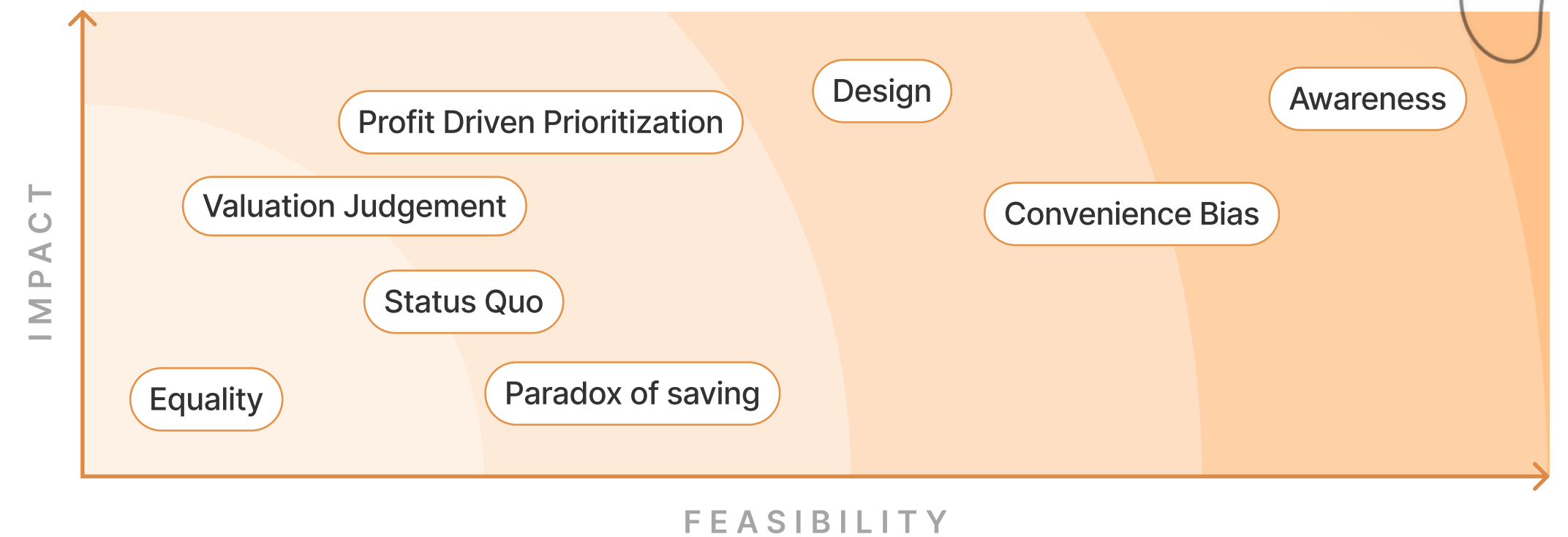
- Their motivation stems from a desire for convenience, efficiency, and staying connected.
- Driven by the excitement of discovering and utilizing new technology to enhance their lifestyle.
- Always seeks solutions that streamline household tasks, allowing her to balance work and family responsibilities effectively.
- The thrill of gaming and socializing online, valuing devices that offer immersive experiences and seamless connectivity.

CLUSTERING

After gathering our insights, we organized them into thematic groups. This approach enabled us to assess the impact of each theme on the issue. Consequently, we pinpointed the major themes that emerged as the primary contributors to vampire power wastage.

We created a Impact-Feasibility matrix according to the impact and feasibility for each theme to gain a clearer understanding. This allowed us to effectively evaluate and rank the significance of each theme in contributing to vampire power wastage.

IMPACT FEASIBILITY GRAPH



THEMES

INSIGHTS

Why a person **doesn't** turn off appliances

Why a person turns off appliances

AWARENESS

The tendency of individuals to favor options that are more readily available or easily accessible, often leading to decisions that may not necessarily be the most rational or optimal.

No standards by the government
Autocut misconception
Save money
Protect environment
Know impact
To save devices from harm
Sense of responsibility

CONVENIENCE BIAS

The tendency of individuals to favor options that are more readily available or easily accessible, often leading to decisions that may not necessarily be the most rational or optimal.

Lack of Motivation
Ignored when bill is split
Busy lifestyle
Callousness
Convenience
Irritation (trigger)

STATUS QUO

Men are careless
People not monitoring family members
Parental influence on kids

PARADOX OF SAVING

Save money
To save devices life
Rich don't save

PROFIT DRIVEN PRIORITIZATION

Manufacturers overlook
Accessibilty

VALUATION JUDGEMENT

Bigger Appliances draws more electricity
Expensive Appliances save money

DESIGN

Lack of Indicators
Accessiblity
Positions of plug points
Signifiers

EQUALITY

Men are careless
Women save

VALIDATION

To validate and quantify our themes, we conducted a survey, revealing additional factors that contribute to vampire power wastage. This process helped us recognize that there are further opportunities for improvement and intervention beyond our initial findings.

"We give electricity to people, in summer the demand goes very high. If we control standby loss, we can actually control the peak demand, peak demand is of very high concern in India, everywhere actually. Its major role is there, actually."

— **Ishfaq Beigh, General Manger**
BSES Rajdhani Power Limited (BRPL)

Do you think electricity is wasted or over used in your house?

43%

57%

Did you know the devices which are connected to the plug draw electricity even when in standby.

30%

70%

Do you typically unplug electronics when not in use?

60%

40%

No, because

- There are no indications that there is a wastage
- Plugs are out of sight so its out of my mind
- There's a lack of motivation/ incentive

Yes, because

- I get irritated by the blinking light of some devices.

● YES ● NO

SELECTED THEMES

Hence, alongside awareness and convenience bias, our research highlighted the significant role of appliance design in contributing to vampire power consumption.

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DESIGN

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Lack of Indicators

Accessibility

Low visibility

Trend of minimalism interior design

Apt signifiers

● Major reasons for Vampire Power consumption

HOW MIGHT WE STATEMENTS

How might we



enable urban households to conveniently minimize vampire power consumption?

How might we



increase awareness among the urban households about the vampire power?

How might we



design better indicators to minimize vampire consumption for the urban household?

How might we



help urban households to reduce monetary losses caused due to vampire power?





OPPORTUNITY STATEMENT

Urban households need a service that helps them recognize vampire power consumption and its associated losses, transforming wasteful habits into eco-savvy solutions without sacrificing convenience.

BUSINESS VIABILITY

- The number of equipments within households are increasing. So contribution of vampire power can go to 23%
- Adhering to energy efficiency standards set by regulatory bodies such as the Bureau of Energy Efficiency (BEE) in India, which can enhance the credibility and market acceptance of the solution.
- Leveraging government initiatives and policies promoting energy conservation and renewable energy adoption, which can provide opportunities for collaboration or incentives for businesses in this space.
- Aligning the solution with growing consumer preferences for sustainable and environmentally-friendly products, which can enhance its appeal and marketability.

IMPACT

-  Reduced energy wastage leads to **lower electricity bills** and contributes to **environmental sustainability**.
-  Implementation of cost-saving measures **alleviates financial strain**, allowing households to allocate resources more efficiently and invest in other areas of importance.
-  Heightened awareness prompts **behavioural changes**, fostering a culture of energy conservation and reducing environmental impact.
-  Improved indicators facilitate more accurate tracking of energy usage, leading to greater **accountability and motivation** for households to **adopt energy-saving practices**, ultimately resulting in reduced electricity bills and environmental impact.