BACKGROUND

During the entirety of the process our focus as a team was to identify the various factors responsible for the vampire wastage and provide a solution that aligns with the needs of users.

IDEATION

Having identified the main problems, we aimed to develop a solution for urban households that is easy to implement, effectively addresses the issue, is user-centric, and promotes positive behavioral changes.

CAUSATION				
	CAUSE			
•	There is a lack of awareness amongst the people regarding the vampire power wastage of appliances			
•	As humans we have a habit of seeking convenient ways to use a product.			
Ģ	Some of the devices are kept continuously plugged in and switched on.			
	There are some limitations of the appliances that can only be addressed by manufacturers			
	EFFECT			
	Increased vampire power wastage 2 Not able to eliminate energy wastage			
	3 Reduced lifespan of devices 4 Increased risk of malfunctioning			
	(5) Ignorant towards wastage (6) Increased wastage (n)			



"To inspire positive change among people, we need to offer them incentives or instill a sense of fear". - Vipin Yadav, UX Researcher, Nagaro

IDEATION PROCESS

Keeping in mind the keypoints for the service, we had a brainstorming session including ideation techniques like **SCRAMPER** and **Brainstorming**.



EXISTING PROGRAMMES

The electricity board has done various initiatives to increase awareness regarding saving electricity among the public. Some such initiatives are-



 An initiative by an NGO (Energy Swaraj Foundation) to take up challenges to save electricity and get rewards accordingly

Source-energyswaraj.org

 "Urja Arpan," an initiative by Tata Power-Delhi Distribution Ltd, seeks to promote responsible and efficient electricity consumption. By encouraging the use of energy-efficient products and services among individuals and organizations, it aims to inspire citizens to adopt sustainable lifestyles for a greener future.

As part of this initiative, an incentive based programme was started to motivate public to reduce electricity consumption



Collaborating these existing programs with our service can help us establish **credibility** and enable them to **reach a larger audience**.

CO-CREATION AND IDEA SELECTION

We consulted industry experts to assess the feasibility of our ideas. We developed three concepts and conducted surveys with our target group to determine which one they would most likely adopt.



16% v

want auto cut options

By doing this survey we modified our service to cater to all and come up with a unique service for the Urban households in Delhi.

CONCEPT DESCRIPTION

Plugg-Out offers an easy, cost-effective, and convenient system for managing vampire power. Through collaboration with government bodies and energy experts, our service aims to raise awareness about vampire power and develop technologies to reduce and manage it. We provide our solutions directly to consumers or partner with companies, certifying them to develop and promote solutions for conveniently managing vampire power. This approach helps integrate the concept into the market and ensures that all stakeholders are aware of it, encouraging the adoption of sustainable practices.

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AWARENESS

Our service collaborates with government bodies, electricity boards, and NGOs to promote awareness about vampire power consumption through social media, ads and campaigns. This builds trust and credibility, as users hear about the concept from trusted sources.

TECHNOLOGY Our solution involves two types of plugs:



1. EcoSnap (₹ 300 (4.00 \$)) - These plugs automatically cut off power when a device enters a vampire state. Users can adjust the range for each device and restore the connection by pressing a button on the plug or using a calibrated remote.

2. Smart Guard (₹ 500 (6.00 \$)) - These plugs are connected to the app, making it easy to control switching devices on and off when they are in a vampire state.

	GENERIC SMART PLUG	ECONSNAP PLUG	SMART GUARD
COST EFFECTIVE	8	0	0
CONVENIENCE	O	Auto-Cut and remote control	Control through app
VAMPIRE POWER DETECTION	8	0	0
LESS COGNITIVE LOAD	8	0	0
VAMPIRE POWER MONITORING	8	0	0
APP CONTROL	Ø	0	0

CERTIFICATION

We certify appliance manufacturers to ensure their products are vampire powerfriendly, improving their ESG (Environmental, Social, and Governance) scores and making their products more sustainable.

APP/WEBAPP - PROTOTYPE

The Plugg-Out app provides a platform for users to monitor and manage their vampire power consumption. It includes features such as a store to buy our products, progress tracking, daily reminders, tips and tricks for power management, and a leaderboard to encourage competition and engagement.

GAMIFICATION AND REWARDS

To boost engagement and motivation, the app offers weekly challenges and games where users can earn rewards like in-game badges and points, redeemable for coupons and prizes.

ESSENTIALS

The app includes features to help customers manage and save vampire energy.



Watt Warriors





Tips & Tricks



SERVICE FLOW



Physical campaigns at customer's office



Audits their vampire

consumption on our

WebApp

Receives free sample (auto cut plugs) to try for a month

Tries the product and notices a bill difference



FUTURE PROSPECTS

- Collaborating with other home automation systems to integrate software into a single platform for smart devices, creating a unified ecosystem.
- Manage vampire power consumption for all the devices
- Future devices could integrate with smart grids, allowing for dynamic energy management and further reduction in energy wastage.
- Integration with solar panels and other renewable energy sources to optimize energy usage and storage.
- Expansion into commercial and industrial markets, providing energy-saving solutions for businesses and large facilities.



Shares their achievement on social media which further acts as awareness and makes this a circular system



Convenient, easy and cost effective solution to manage customers vampire power usage

Regular reminders to check their appliance energy consumption through pop up notifications

Govt. promoting positive habits among the public which would help in managing peak demands

Awareness among the **community** to incorporate saving habits in their daily lives



Promotion of sustainable and energy saving appliances in the market

Extend the lifespan of appliances and prevent unnecessary device heating which reduces hazards.