


SusLabNWE: Integrating Qualitative and Quantitative Data to Understand People's Everyday Energy Behaviour


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People and Energy

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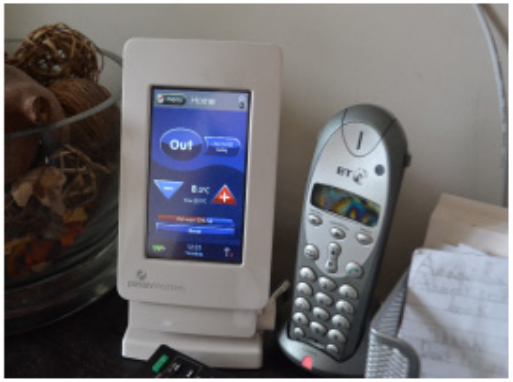
@danlockton
@suslabnwe



‘Behaviour change’

Partners in Washington to build on BIT work

Over the past week or two there has been lots of coverage of a new team in the White House that will look to apply lessons from behavioural sciene to public policy. The US team will be headed by Maya Shankar, who met members of BIT in Washington to discuss how we will exchange ideas and share research – a process first started by our Director, Dr David Halpern, and Prof Cass Sunsein while Cass was at the White House.

On Friday, TIME Magazine ran an ....read more

Date posted: August 9, 2013 | Author: Behavioural Insights Team | No Comments »
Categories: Uncategorized

Growth Vouchers

We've been working with the Department for Business, Innovation and Skills (BIS) on the £30 million business support programme which was announced at Budget. The announcement in the budget stipulated that the programme would be run as a randomised controlled trial (RCT), the first time that we know of where the government has explicitly required a programme to be conducted as an RCT in order for it to go ahead.

Growth Vouchers are a different approach to Government business support. The ....read more

Date posted: August 8, 2013 | Author: Behavioural Insights Team | No Comments »
Categories: Uncategorized

Policy school

About

The Behavioural Insights Team, commonly known as the 'Nudge Unit', was set up in July 2010 with a remit to find innovative ways of encouraging, enabling and supporting people to make better choices for themselves

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Archives

August 2013
July 2013
June 2013

‘Energy use behaviour change’

Published 22 January 2013

Department of Energy & Climate Change

Smart meters: a guide

Smart Meters put consumers in control of their energy use, allowing them to adopt energy efficiency measures that can help save money on their energy bills and offset price increases.

Contents

The new meters

Smart meters are the next generation of gas and electricity meters and they can offer a range of intelligent functions.

For example they can tell you how much energy you are using through a display in your home. They can also communicate directly with your energy supplier meaning that no one will need to come and read your meter in future.

Benefits of smart meters


1086
KGS
30
25
20
15
10
5
0
THIS
DAY
OWL

Design and behaviour change

All design affects behaviour

SIEMENS REV24RF..

Operating instructions RCR10/868

REV24RF.. : 7-day radio room temperature controller for the right temperature at the right time. As factory settings already provide optimal living comfort. You can easily adjust the controller to your needs with the user-assisted clear-text display and program selection slider.

REV24RF.. (controller with radio transmitter) is a wireless device that you can mount on the wall or place freely on a base in the room.

Its radio frequency 868 MHz is largely immune to external disturbances. The signal level meets regulations and is kept as low as possible. The devices are approved for all EU member states, Iceland, Norway, and Switzerland.

Note the following for placing the devices:

- Make sure no other influencing factors influence the controller's temperature sensor (no solar radiation and other heat or cold source influences).
- The distance between controller and receiver may not exceed 20 m or 4 floors.
- Do not place near metallic items or electrical devices, etc.

If the selected operating mode does not support the setting, the time display shows **PASS**.

Special symbols displayed

The controller display can show the following special symbols:

Is symbol displayed ?

The alarm indicates an error!

Press the Info button and check the error message (e.g. radio clock signal, radio connection to receiver, etc.). Consult a specialist as needed.

Is symbol or displayed?

The controller is in "heating mode" or "cooling mode".

Is a rolling triangle symbol displayed?

The controller sends

Is symbol displayed ?

This symbol tells you that you
months.

Insert 2 new alkaline batteries (ty
Remove the controller from the m
rear; remove the old batteries; ins
the base.

Caution: Time and date are
(All other settings

Dispose of the batteries as per re

Is symbol displayed ?

The radio clock symbol only appe
time signal from Frankfurt (Germa
date of the controller are synchro
The symbol flashes if the signal is

Commission receiver RCR1

The factory setting
After commissionin

Press the override
relay. After ca. 15
telegrams.

The relay turns off
receipt of the last

Receiver and contro
"LEARN" for ca. 4 s
slowly, learning mo
on the controller for
quickly, LED_1 goe
Max 15 receivers ca

Commission the controller

The controller contains a factory-
Proceed as follows for initial comm

	Remove the controller fro tape from the 2 batteries controller in the mounting
+ / -	After startup, a welcome t to interrupt the message setting). Press + or - the slider to accept your s
	Slider in position 1 (time Note: No entry if there
	Slider in position 2 (date Note: No entry if there
RUN	Move the slider to the ve
	Set the operating mode v

Keep the operating instructions an

Tips to save energy without

- Heat your rooms to max 21 °C.
- Use to switch to energy s
- Air out your rooms briefly, but y

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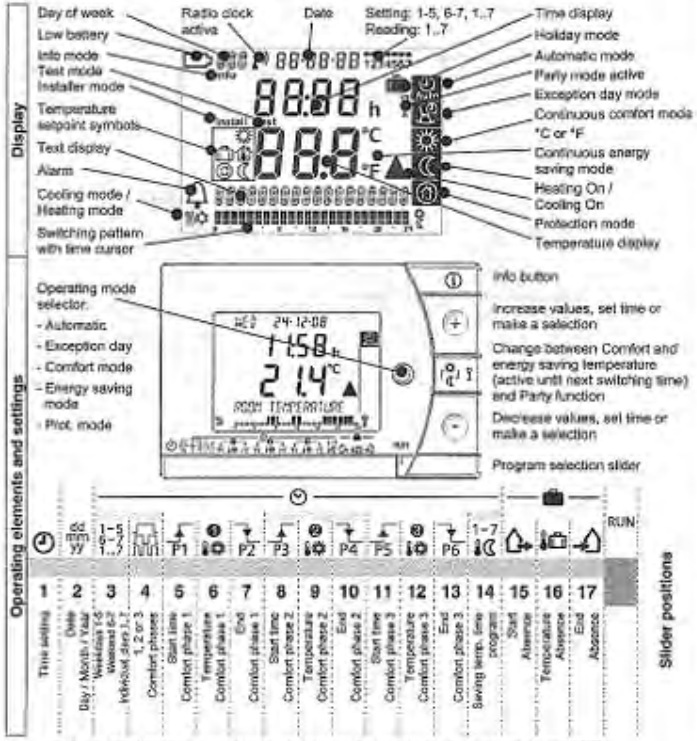

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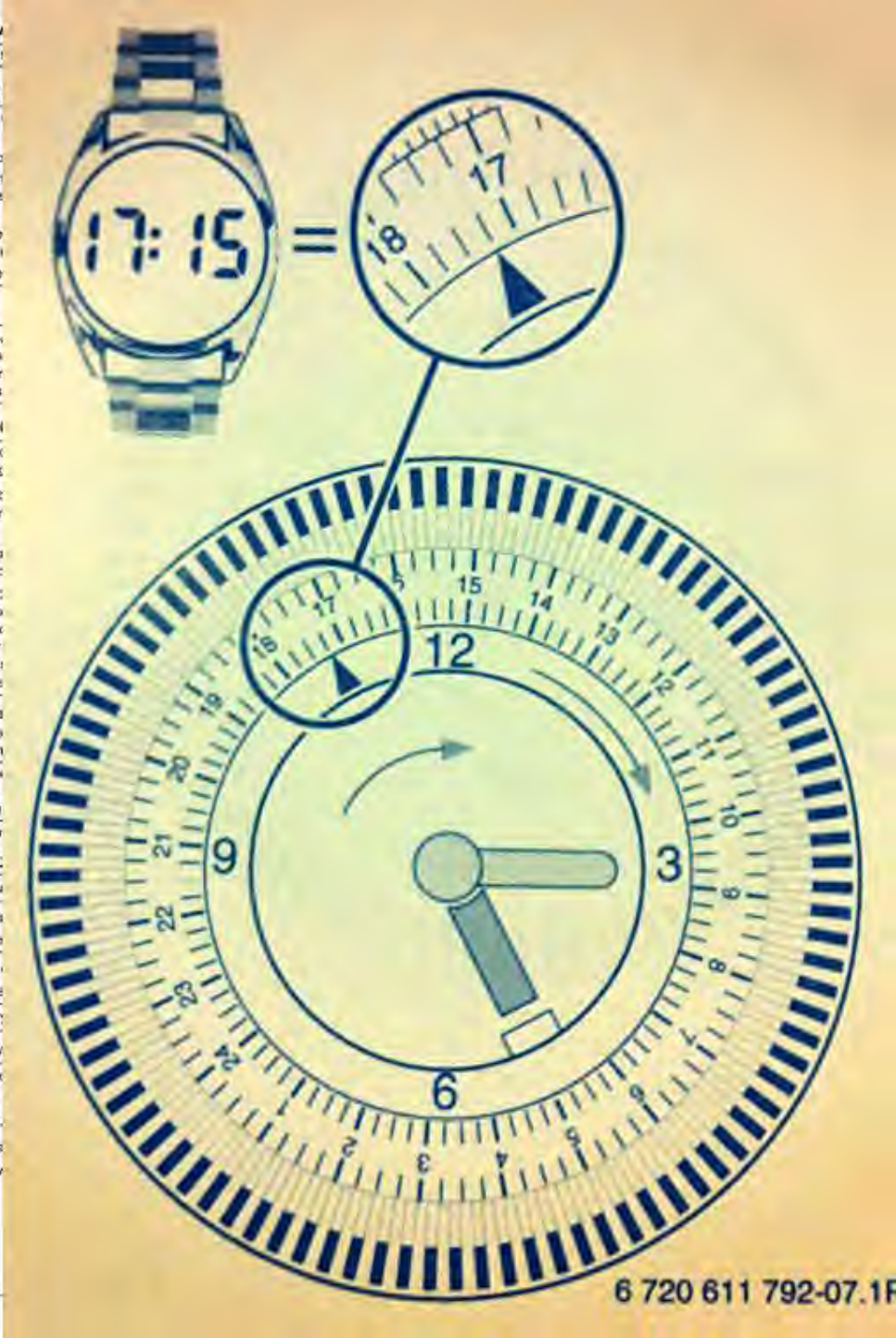

NON INTENTIONAL DESIGN
PERCEPTION AND THE REPRESENTATIVE DESIGN OF PSYCHOLOGICAL EXPERIMENTS
THE HUMAN CONTEXT
Ecological Interface Design
COGNITION IN THE WILD
Human Factors
A Practical Guide for Engineering and Design
HUMAN FACTORS IN CONSUMER PRODUCTS
DESIGNING EMOTION
SOMMER
design games
GROK BOOKS PRESENTS
R. BUCKMINSTER FULLER
SHERATON CREST INN
AUSTIN, TEXAS
25
FRIDAY
8:00 P.M.
GEN. ADM.
SEPT 25, 1981
00215
$10.00

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Design with Intent toolkit

Design with Intent: 101 patterns for influencing behaviour through design by Dan Lockton with David Harrison & Neville A. Stanton. ISBN 978-0-9565421-0-6 (print) & 978-0-9565421-1-3 (PDF)

Requisite Variety's **Design with Intent toolkit** is a collection of design patterns, or 'gambits', for influencing user behaviour through design.

Download the toolkit (free) or **buy printed packs**

It's applicable across **product**, **service**, **interaction** and **architectural design**, aimed at **socially** and **environmentally beneficial** behaviour change. The patterns are drawn from a range of disciplines, and are phrased as questions or provocations to enable the toolkit's use as both a brainstorming tool and a guide for exploring the field of design for behaviour change. **More about the toolkit >**

The toolkit's in use by industry, public sector and educational organisations worldwide, and Requisite Variety also offers workshops and consultancy using it, as well as exploring other aspects of design for behaviour change, and the interface between people and technology. **More about Requisite Variety >**

Explore the eight 'lenses' of the toolkit

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designwithintent.co.uk

Sustainable Design with Intent: A Toolkit for Designers and Engineers

Updated October 19, 2012

In this webinar recording, Dawn Danby reviews a range of sustainable product development strategies, focusing on ways designers can guide users to more sustainable behavior.explaining this work and how it can inform better sustainable design.

by Adam Menter, Autodesk Sustainability Education Program Manager

Designing with Intent

"Design is the first signal of human intention." This is a powerful statement from William McDonough, co-author of the book Cradle to Cradle®. But what does it mean in practice and how can a designer's intention lead to a more sustainable world by improving the environmental impacts of user behavior?


Perceived affordances
Can you design the form of your system to suggest particular actions (or constraints on action) to users?
Overlapping the holes on bins to match the 'form' of different types of waste has been shown to increase recycling levels significantly
USE TO P AS A WARMER!

What's missing?


ROBERT GLENN
Energy Now 2.69 kW
Cost £9.01
165
0755
22
cost


NSF
airblade

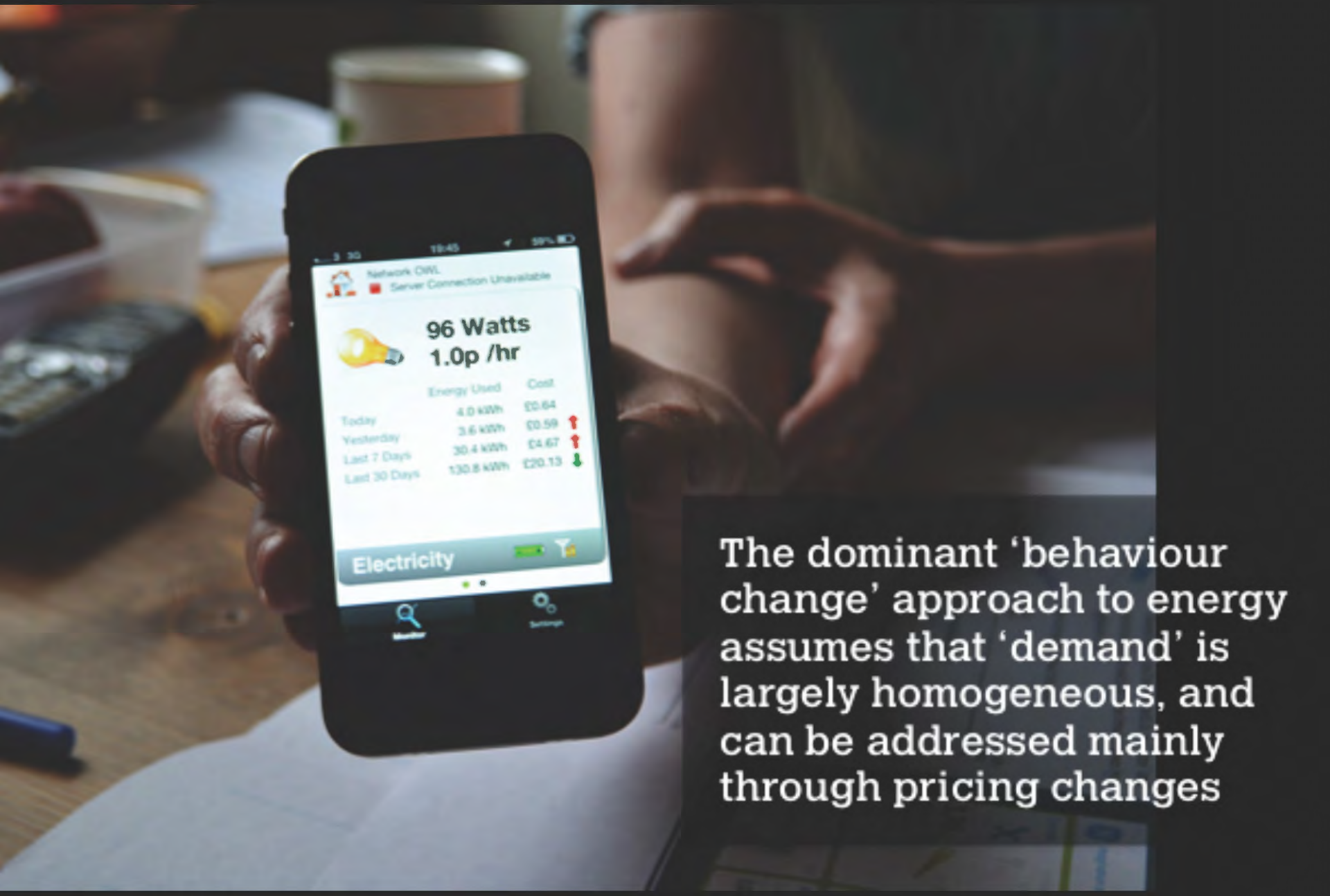

Reset
Start
Stop
Main Power


NO!
NO!
H
C
E
F
0
1
2
7
8
x1000RPM
0
20
40
60
80
100
120
140
160
180
200
220
158882
0254
km/h
140
UNLEADED FUEL ONLY
MPH


Breaking
This Seal
Constitutes
Acceptance of
The End User
License
Agreement


SMOKING CAUSES BLINDNESS
Brand
Variant
25
SMOKING CAUSES MOUTH AND THROAT CANCER
SMOKING CAUSES BLINDNESS

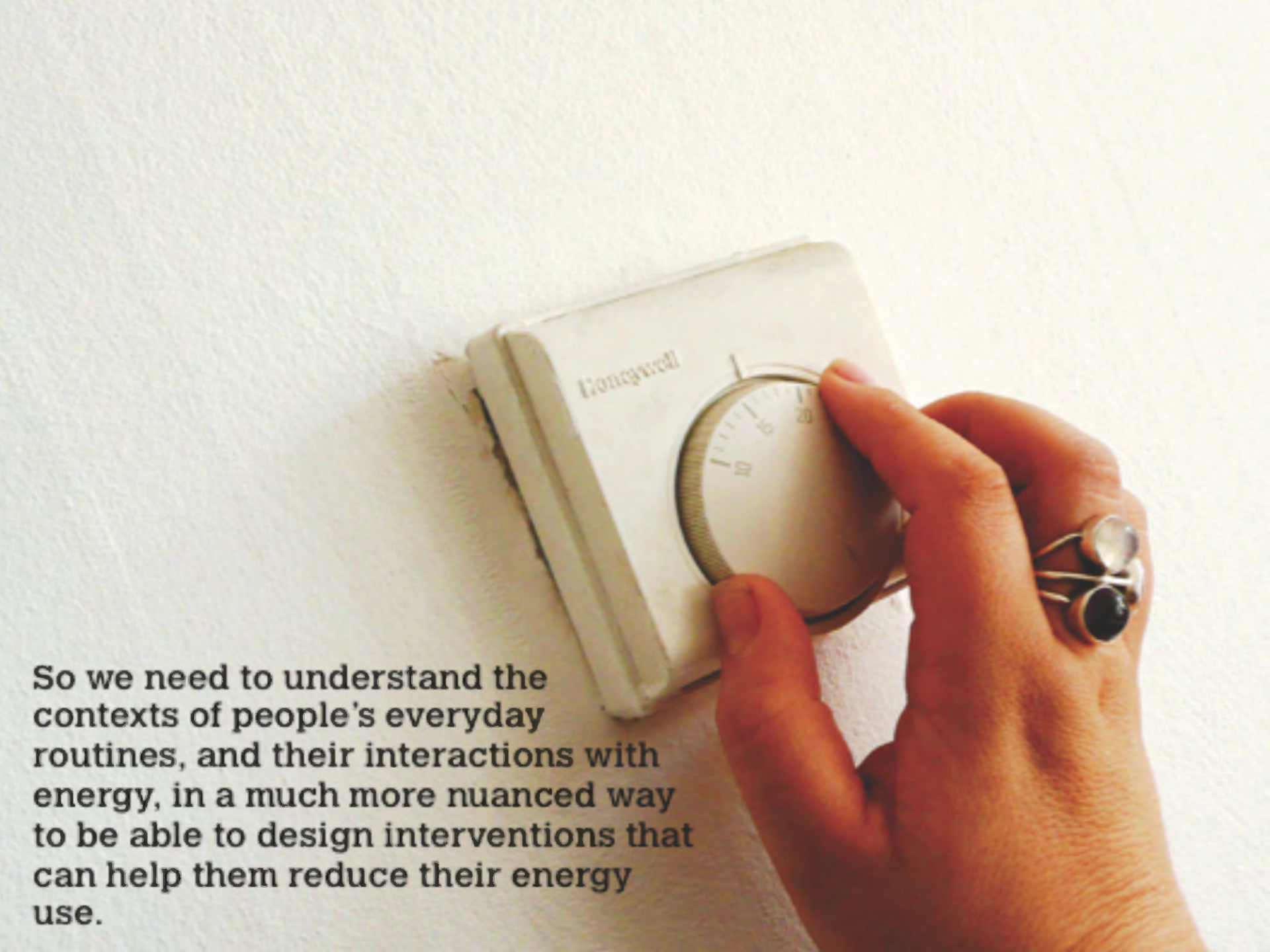

SMOKING CAUSES BLINDNESS
SMOKING CAUSES BLINDNESS
SMOKING CAUSES MOUTH AND THROAT CANCER
MOUTH CANCER



The dominant 'behaviour change' approach to energy assumes that 'demand' is largely homogeneous, and can be addressed mainly through pricing changes


Network OWL
Server Connection Unavailable
96 Watts
1.0p /hr
Energy Used
Cost
Today
4.0 kWh
£0.64
Yesterday
3.6 kWh
£0.59
Last 7 Days
30.4 kWh
£4.67
Last 30 Days
130.8 kWh
£20.13
Electricity
Quantitative energy data gives us what? But not why?

People are not setting out to 'use energy' – they're meeting everyday needs for family comfort, cleaning, food, entertainment and so on.



So we need to understand the contexts of people's everyday routines, and their interactions with energy, in a much more nuanced way to be able to design interventions that can help them reduce their energy use.

Electricity summary

	Last Reading	This Reading	Electricity units used	Cost Split	Charges
Charges for Tariff - Standard Electricity / Quarterly Receipt of Bill					Meter Number: L8715695
Day	30/04/2013 10697 Estimated	30/04/2013 10714 Estimated	16 kWh	first 2 at 25.240p next 14 at 18.330p	£0.50 £2.57
Night	30/04/2013 30423 Estimated	30/04/2013 30427 Estimated	3 kWh	3 at 5.870p	£0.18
Day PC*	01/05/2013 10714 Estimated	08/07/2013 11776 Actual	1062 kWh	1062 at 18.330p	£194.66
Night PC*	01/05/2013 30427 Estimated	08/07/2013 30593 Actual	166 kWh	166 at 5.870p	£9.74
Standing Charge				69 days at 13.800p per day	£9.52
				Cost of electricity used this period	£217.17
				VAT at 5% on £217.17	£10.86
				Total electricity charges for this period	£228.03

Your supply number

S	02	016	100
	19	0003	8002	482

*** Price change**
Please note - there's been a price change during this bill period. We've split ... prices.

08101_1626140020<43033>_521613-PK66252 18900

"1 in 5 people don't know what kWh (kilowatt hour) stands for—some thought it was a make of Japanese car, a type of heavy goods vehicle or even a boy band."

(E.ON survey)

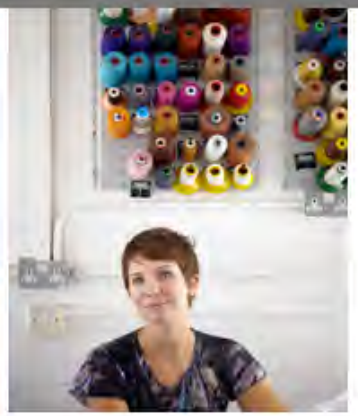
Royal College of Art

THE HELEN HAMLYN CENTRE FOR DESIGN

Age & Ability Research Lab

Health & Patient Safety Research Lab

Work & City Research Lab



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Partner log-in

Investing in Opportunities

This project has received European Regional Development Funding through INTERREG V B

INTERREG VB

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Royal College of Art
SUSTAINRCA

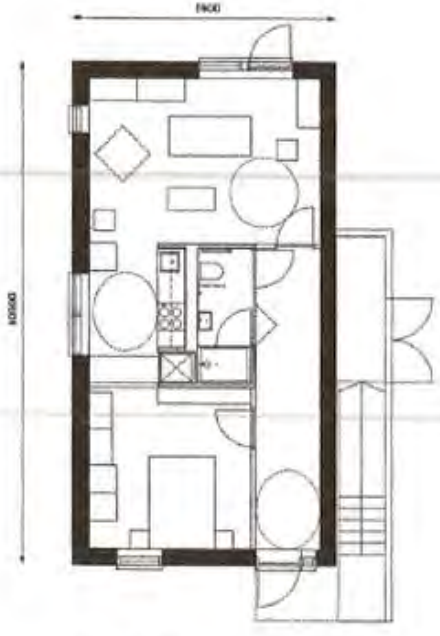
Institute for Sustainability
Imperial College London

Bedroom	12.6m²
Living	18.2m²
Kitchen	6.0m²
Bathroom	3.8m²
Circulation	9.13m²

Total Floor Area (1 Bed house)	62m²

Bedroom 1	17.9m²
Bedroom 2	17.7m²
Living	17.7m²
Dining	17.7m²
Kitchen	6.2m²
Bathroom	6.7m²
W.C.	1.9m²
Circulation	12.4m²

Total Floor Area (3 Bed house)	104m²



ground floor plan
1 bed apartment


HSB Living Lab


PROTOTYPE

Aim is to integrate quantitative data from monitoring

Aim is to integrate quantitative data from monitoring with qualitative data from engagement with householders…

…to understand the everyday contexts of energy use

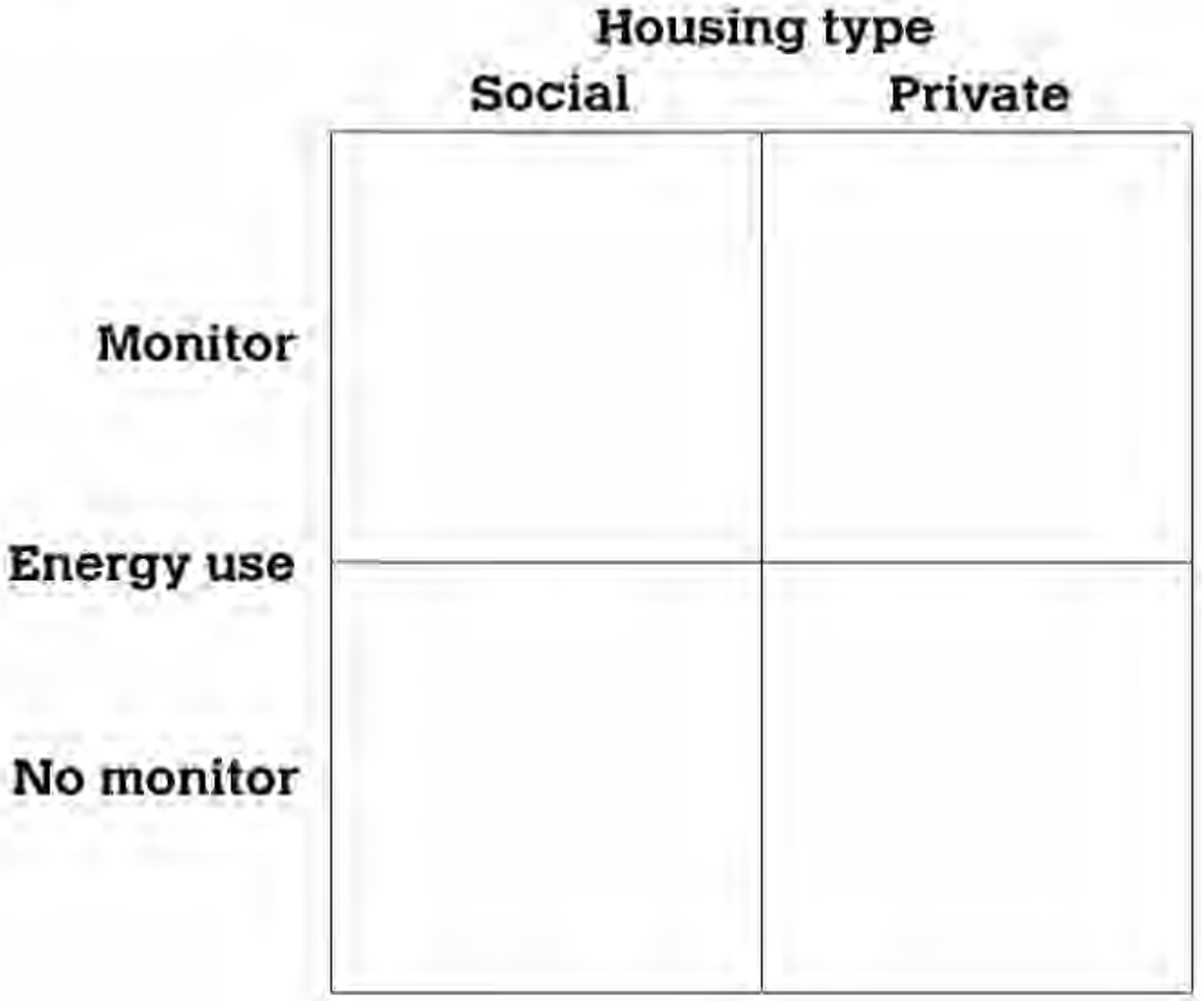
…to understand the everyday contexts of energy use, and opportunities for new products and services


May – July:
In-depth interviews with nine households

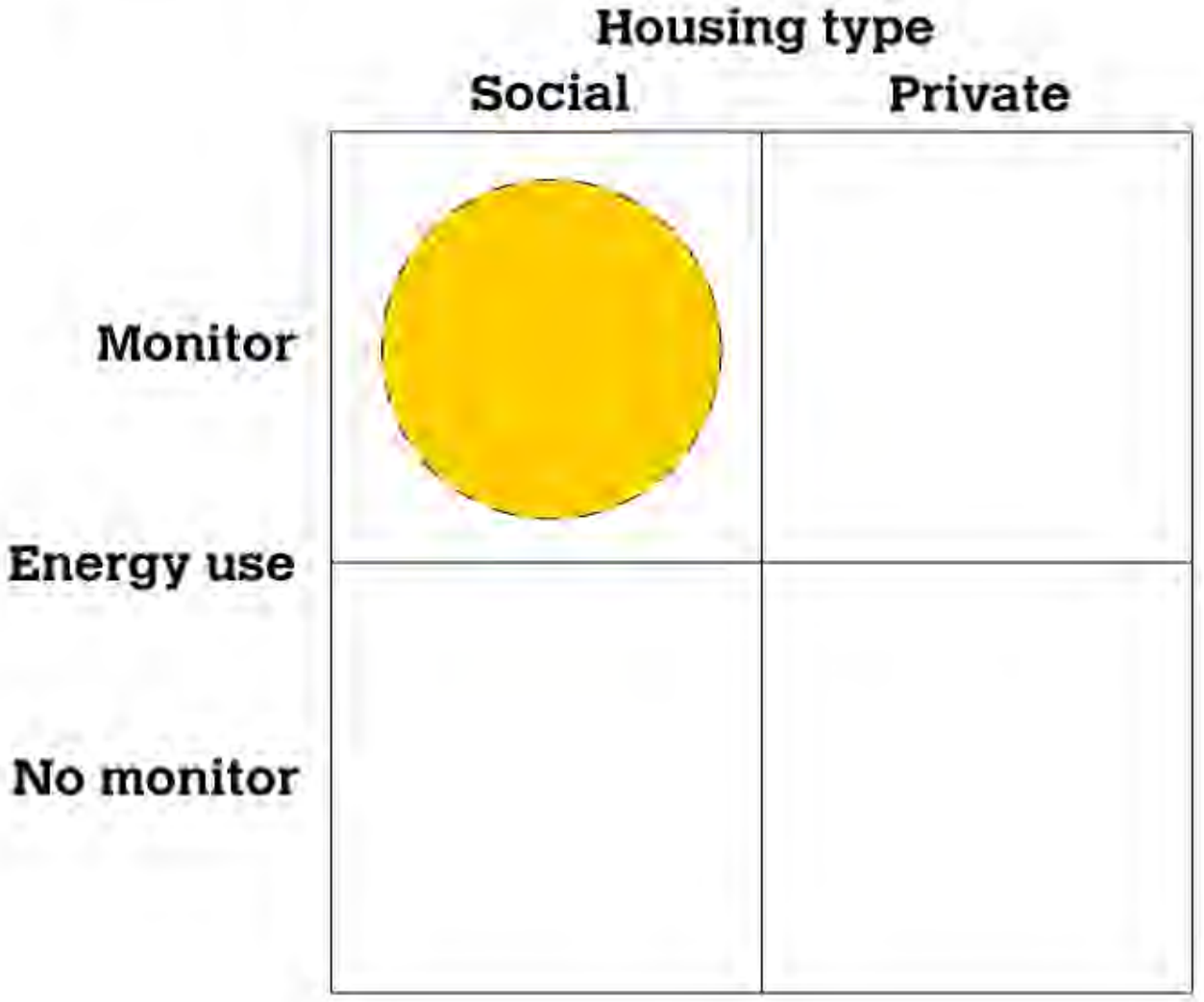

Clarke
OPEN


0193
6 pm
7 pm
8 pm

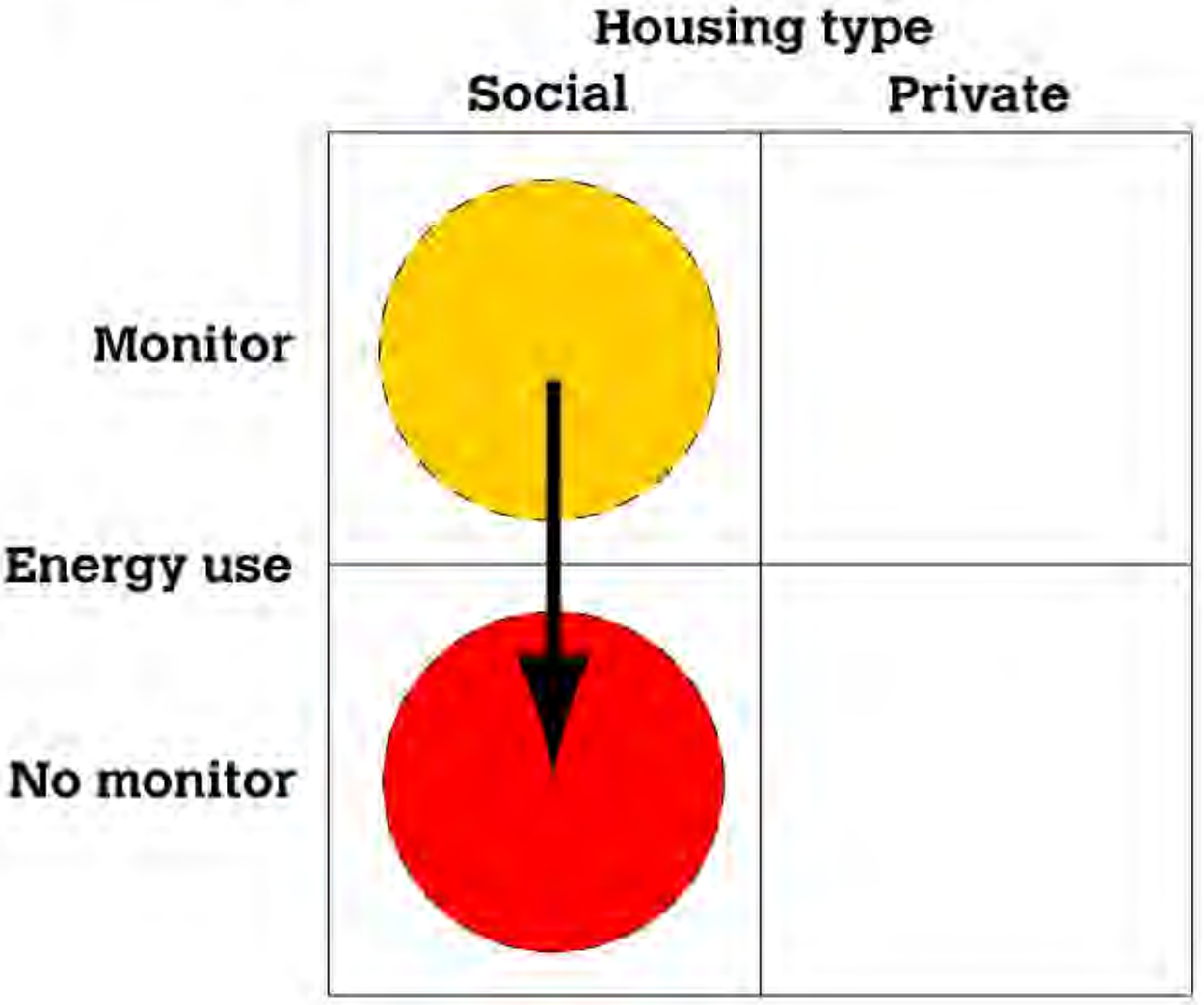
Lead users



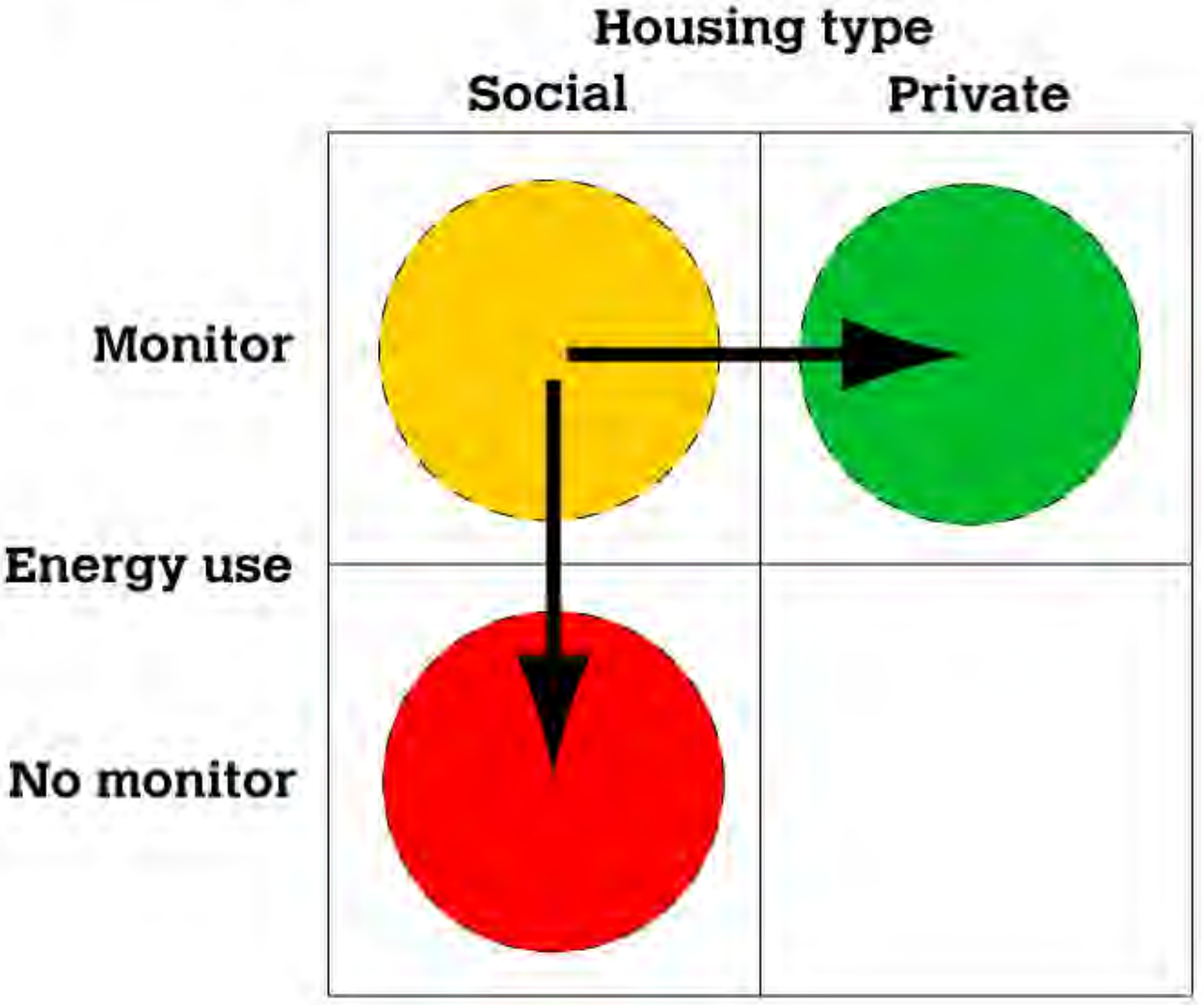
Lead users



Lead users



Lead users




ESHI PARENTS ASSOCIATI
ী প্যারেন্টস এসোসিয়েশন
DY STREET, POPLAR, LONDON E14 0NU
TEL: 020 7987 3505
53
55
MIU VALLE
FISH & CHIPS - CHINESE & MALAYSIAN HOT FO


FLOUR


Real Time Energy Demand


TOASTER


MICROWAVE


1086
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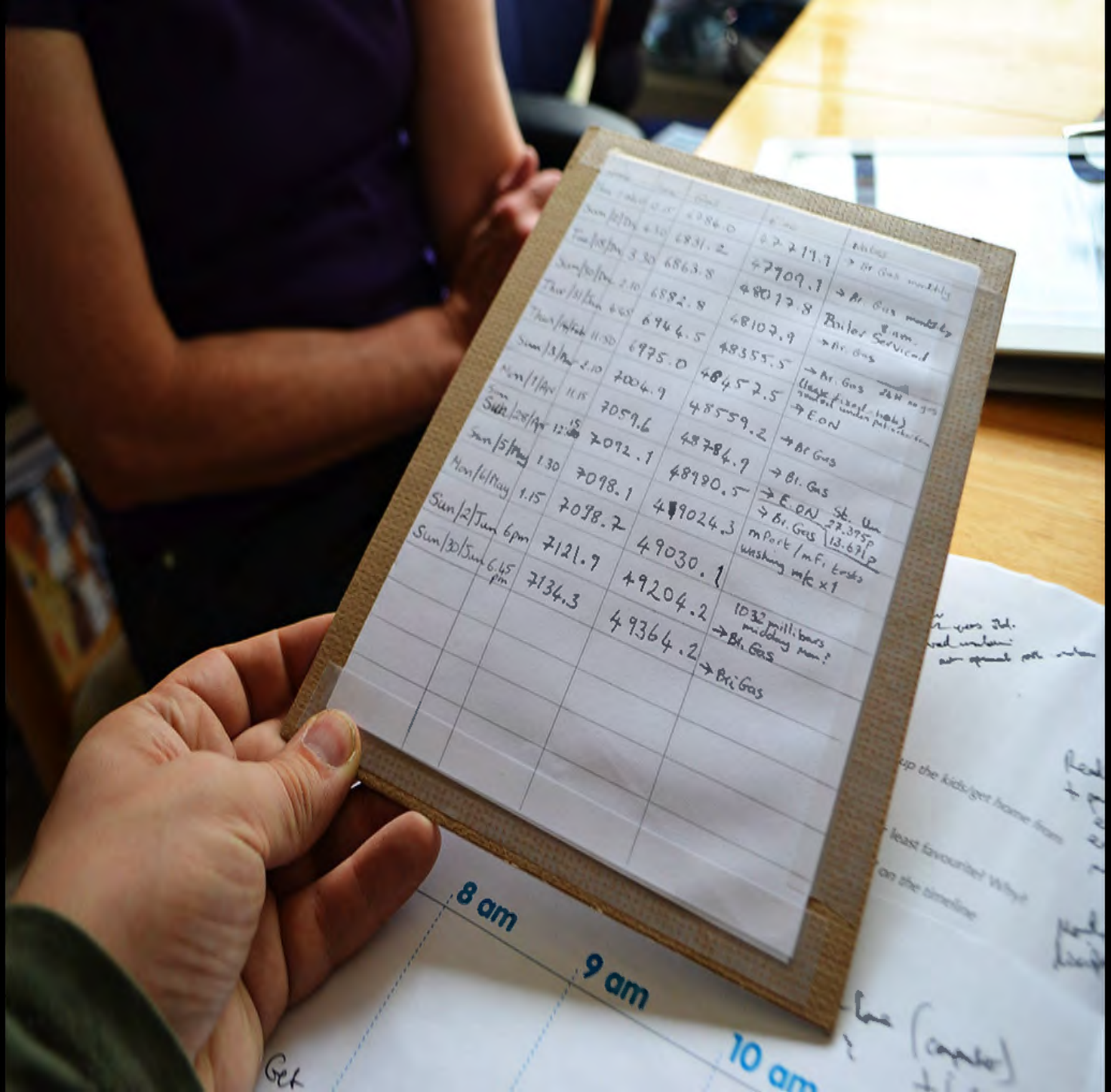

6886.0
6831.2
6863.8
6882.8
6944.5
6975.0
7004.9
7059.6
7072.1
7098.1
7098.2
7121.9
7134.3
47219.7
47709.1
48017.8
48107.9
48355.5
48452.5
48559.2
48784.9
48980.5
49024.3
49030.1
49204.2
49364.2
→ Br. Gas
→ Br. Gas
Boiler Service
→ Br. Gas
→ Br. Gas
→ E.ON
→ Br. Gas
→ Br. Gas
→ E.ON
→ Br. Gas
mPork / mF. Lambs
washing m/c x1
1032 millibars
→ Br. Gas
→ Br. Gas
8 am
9 am
10 am


GASCARD


ECOLAB

realtime-online.co.uk

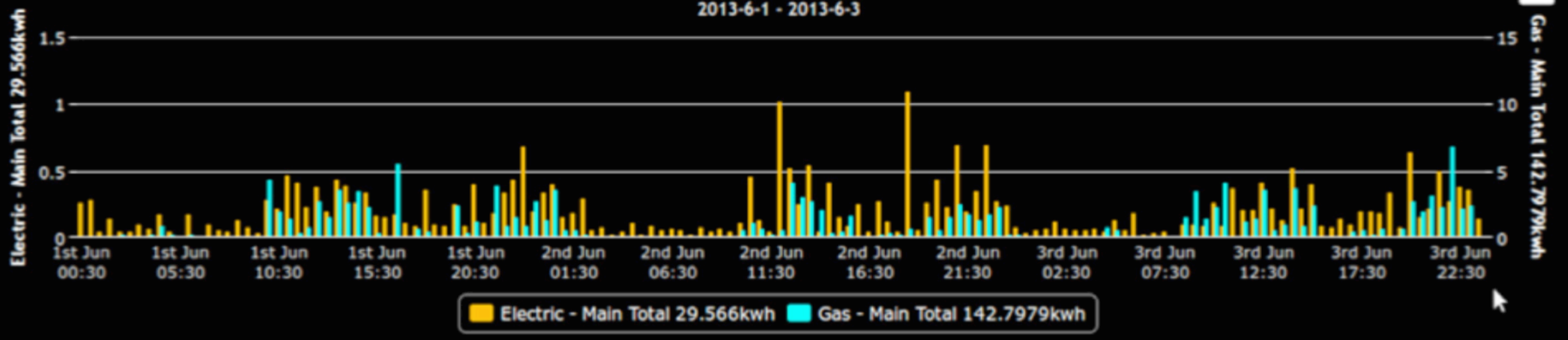
BG - EcoHome007 (Devons)

BG - EcoHome007 (Devons)

invisible systems

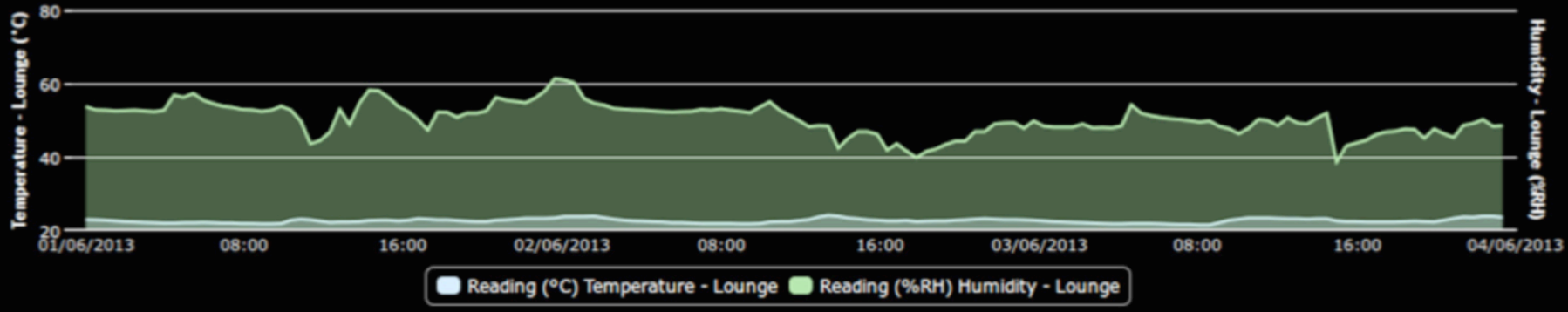
Energy Consumption

2013-6-1 - 2013-6-3



Condition Report

2013-6-1 - 2013-6-3



Compare Conditions

update graph

Sensor 1

Temperature - Lounge

Show 2 sensors

Select start and end dates

June 2013

Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

Compare Dates

update graph

Condition Sensor

Temperature - Lounge

Report Type

Choose 2 dates

June 2013

Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16


8 am
9 am
10 am
11 am
12 noon
1 pm
2 pm
3 pm
4 pm
6 pm
7 pm
8 pm

Timelines


Your day
12 midnight
1 am
2 am
3 am
4 am
5 am
6 am
7 am
8 am
9 am
10 am
11 am
Bed.
Get up. take dog out
Shower.
Out.
8.30 Tea + toast.
9.30 Second breakfast.
Computer.

ergy on Show

painting in the street or smiley face signs
e your house can make public displays of
uch energy you use.

o you feel about this kind of energy dis-

Really like

u explain why?

ople should be shown up.

think it would affect how you use
?

A lot

u explain why?

eady energy conscious.
: the energy you need yourself,

Digital Aquarium

One fish in the aquarium represents your home energy use. Reduce your energy use to see your fish grow and swim.
The other fish represent your neighbours, making the whole community's energy use visible.

How do you feel about this kind of energy display?

Really dislike — Really like

Can you explain why?

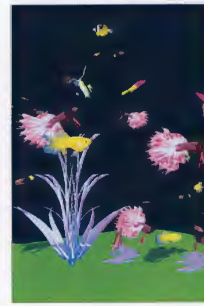
Saving the planet.

Do you think it would affect how you use energy?

Not at all — A lot

Can you explain how and why?

Saving the planet.



Intelligent thermostat

This 'intelligent' thermostat learns your daily routines (when you're in, and when you're out), and then automatically programmes itself.

You can also 'teach' it so it makes better predictions. It's claimed to lower your heating bills by up to 20%.

How do you feel about this product?

Really dislike — Really like

Can you explain why?

To stay well, heat needs to come on & to sleep
Really would want to be certain
wouldn't want something that goes wrong → 'safe zone'
maybe user fail safe

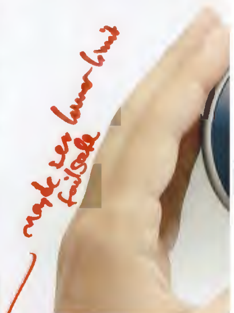
Do you think this would change how you use energy at home?

Not at all — A lot

it depends

Can you explain why?

"



Home energy display

Some housing associations are providing householders with home energy displays. These usually show the amount of electricity or gas the house is using, and the costs, both in 'real time' and the total so far for each day. Some break it down by appliance too.

How do you feel about this idea?

Really dislike — Really like

Can you explain why?

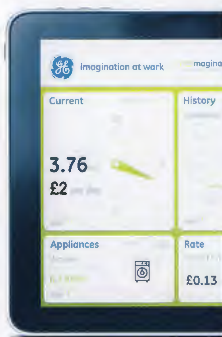
Environmental benefits.

Do you think this would change how you use energy at home?

Not at all — A lot

Can you explain why?

Already aware of energy use.



Daily Targets

Daily targets would allow you to set yourself regular goals to maintain or reduce your energy use. An display screen would inform you of your daily use and if you are on target.

How do you feel about this kind of energy display?

Really dislike — Really like

Can you explain why?

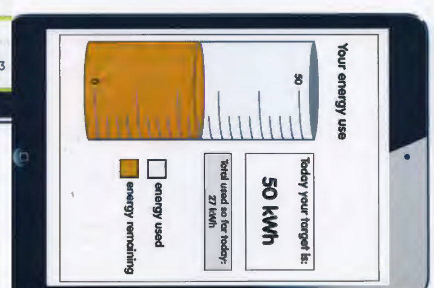
Helps people who come to the house how you want things done.

Do you think it would affect how you use energy?

Not at all — A lot

Can you explain why?

It would show info to visitors to the house.



Pre-pay Meters

With key- or coin-meters you pay for your energy before you use it. It means you have to plan ahead, but also allows you to accurately budget for you energy costs.

How do you feel about this kind of energy system?

Really dislike — Really like

Can you explain why?

Problem of remembering to do it.

Do you think it would affect how you use energy?

Not at all — A lot

Can you explain why and how?

Would make sure it's always topped up. Don't want to risk running out.

3. Everyday Activity

Even quite routine everyday activities can have a lot more complexity to them than we normally think about.

Have a look at the simple statement below:

I vacuumed my bedroom

and then look at the story in a bit more detail:

I decided to vacuum my **bedroom** because I noticed lots of **cat hair** on the **floor** when the **sunlight** came streaming in this morning.

I opened the **cupboard** and checked that the **Hoover bag** wasn't full, wheeled the **Hoover** out of the **cupboard** and into the **hallway**, then bumped it up the **stairs**. One of the **wheels** gets stuck sometimes.

I bent down to unreel the **cable**, pulling the **plug** out and plugging it into the **socket** on the **landing**, then switched the **socket** on. I stood up, turned the **handle** to open my bedroom door, and pushed the **Hoover** into the room.

...and so on!

The words highlighted in **yellow** are all 'things' that you could point to, or even label in real life. Simple activities involve lots of different steps with things around the house.

We'd like you to break down a daily routine for us: **making tea**. Make a cup of tea, like normal, break it down like a story, and label some of the ~~steps that make it up~~ around the house.

Then, please take photos of the labels stuck in place.

You can write comments on the labels if you like.

I made tea

What are the steps involved? You can describe them in the space below.

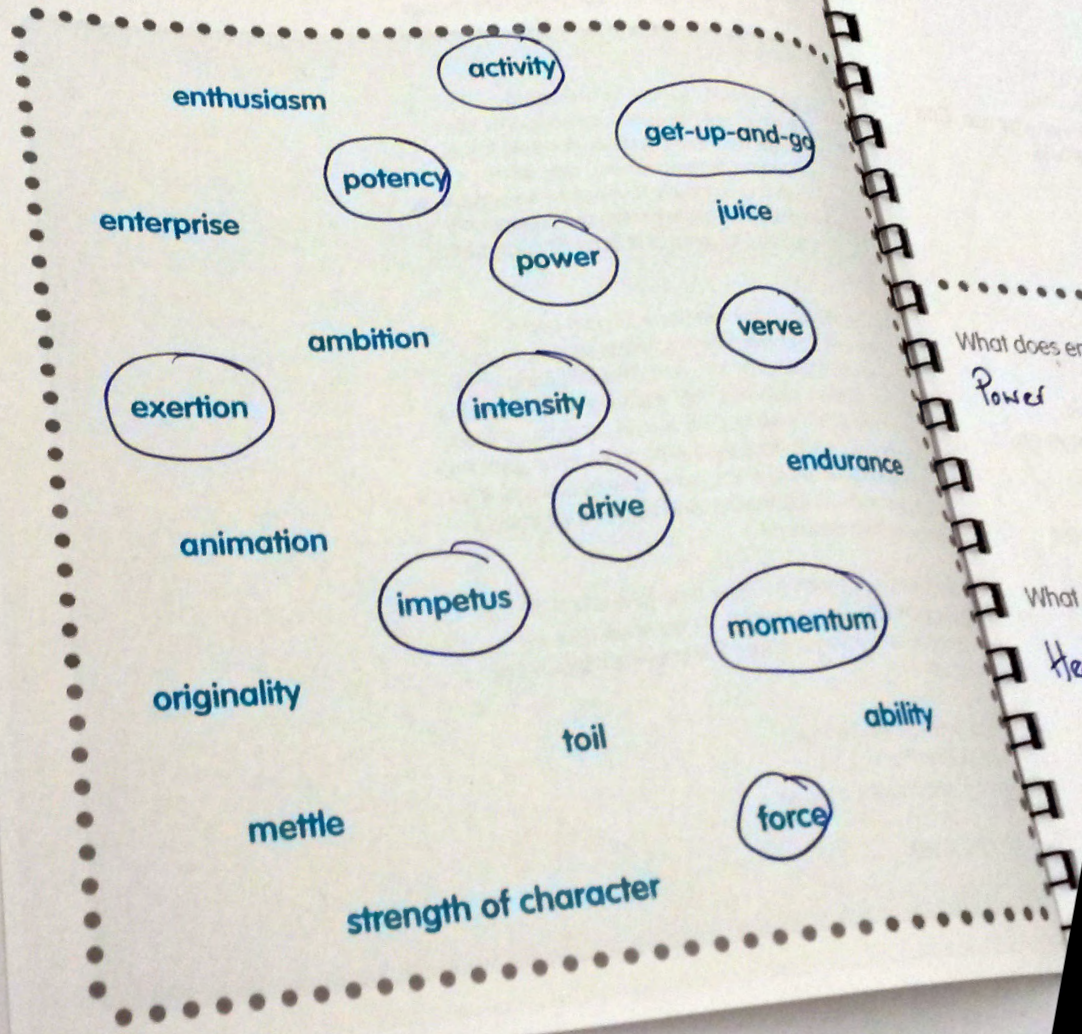
- Lift kettle from base
- Press button for lid to flip up
- Turn cold tap on & fill with particular amount of water (there's a measure on side that indicates ml/cups) - although, with calcification it gets hard to see level.
- Turn off tap
- Put kettle back on base. Pull out from wall (to stop vapour risk) Find mug (cupboard). Press on button. Take teabag from tea caddy. Put in mug. When kettle boils (pretty noisy & long boil, so turn off before designed time), pour water straight into mug. Add teaspoonful of sugar. Get milk from the fridge. Add a bit of milk. Stir with a teaspoon
- Take teabag out. .... ahhh!


Steps in an everyday activity
Steps in an everyday activity
ORIGINAL DANISH BUTTER COOKIES

1. Words and Meanings

The thesaurus suggests some of the following as other words for energy.

Which of these words would you associate with energy? Please circle them.



Can you think of other words for energy? Please add words in the space below.

What does energy mea

Power

What does

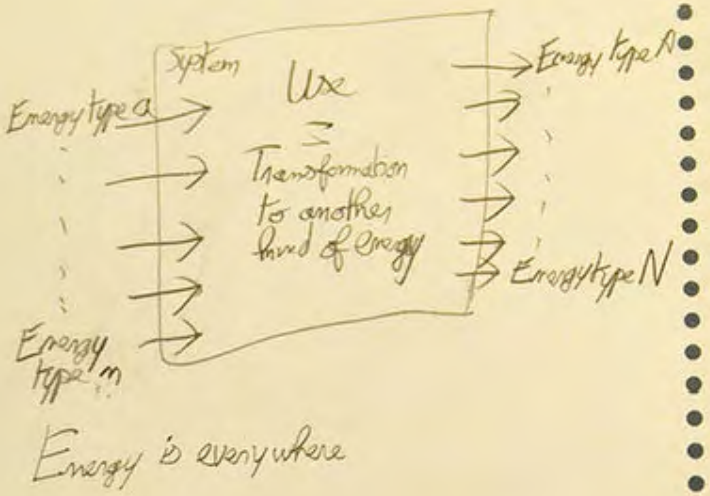
Heat

Name Aubin

What does energy look like?

Use this space to draw or write something that represents how you think about energy. There are no right or wrong answers.

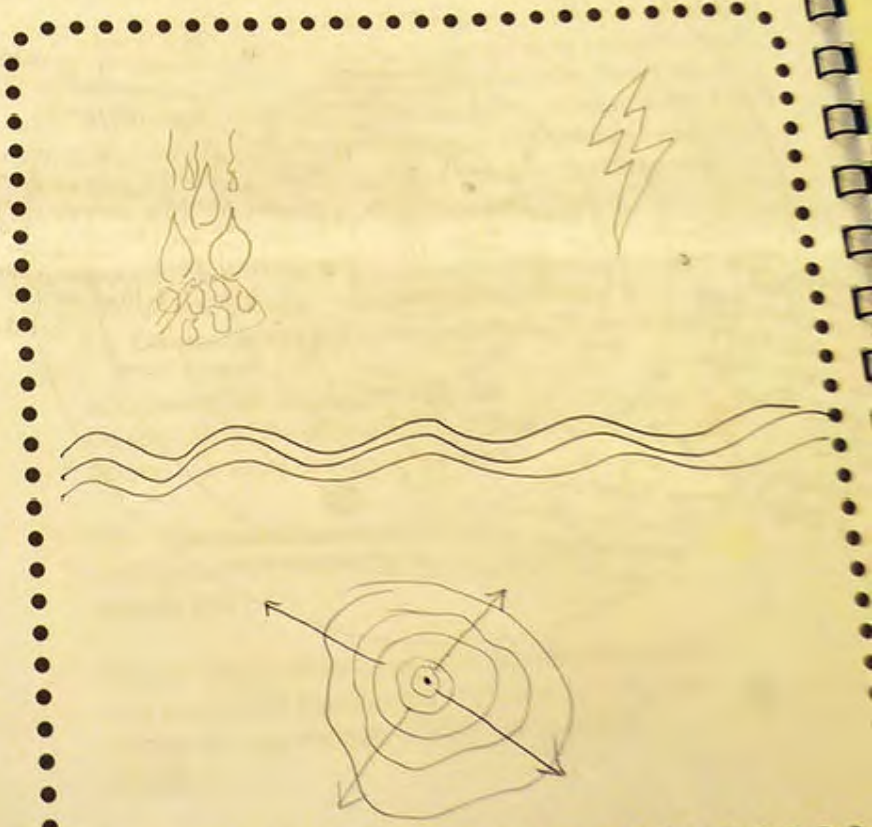
Flow: Energy is like. Everything you do, everything you see needs is amount of energy



Energy is everywhere

7. What does energy look like?

Use this space to draw or write something that represents how you think about energy. There are no right or wrong answers.



Name PERNILLA

What does energy look like?

Use this space to draw or write something that represents how you think about energy. There are no right or wrong answers.

LOOP

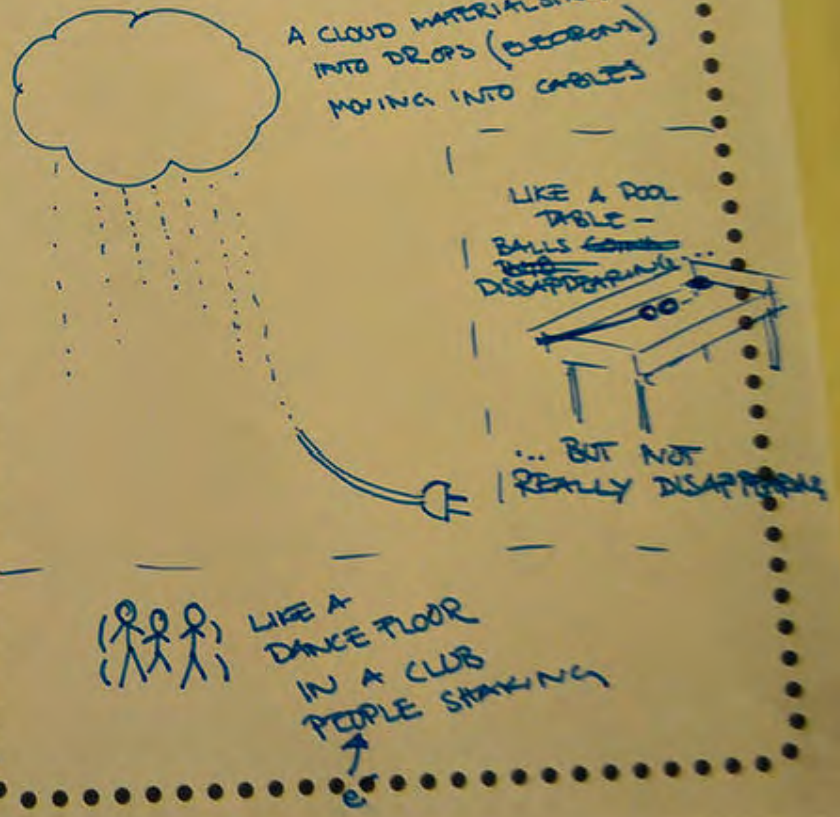
NOTHING IS LOST!

ENERGY CAN'T BE USED UP!

Name Sara R.

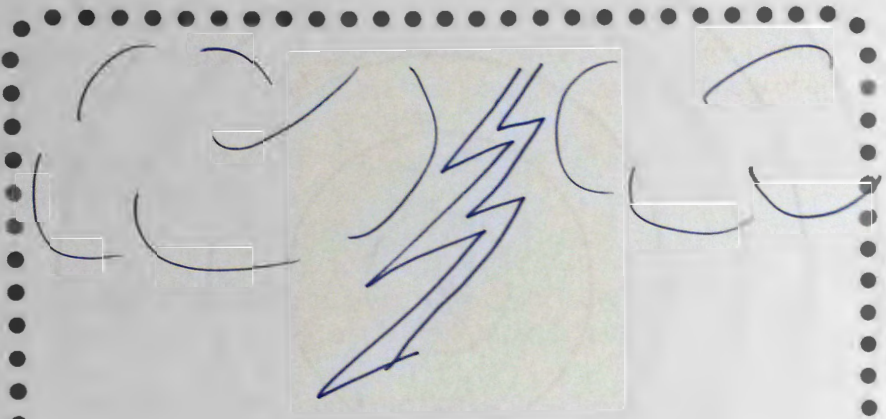
What does energy look like?

Use this space to draw or write something that represents how you think about energy. There are no right or wrong answers.



7. What does energy look like?

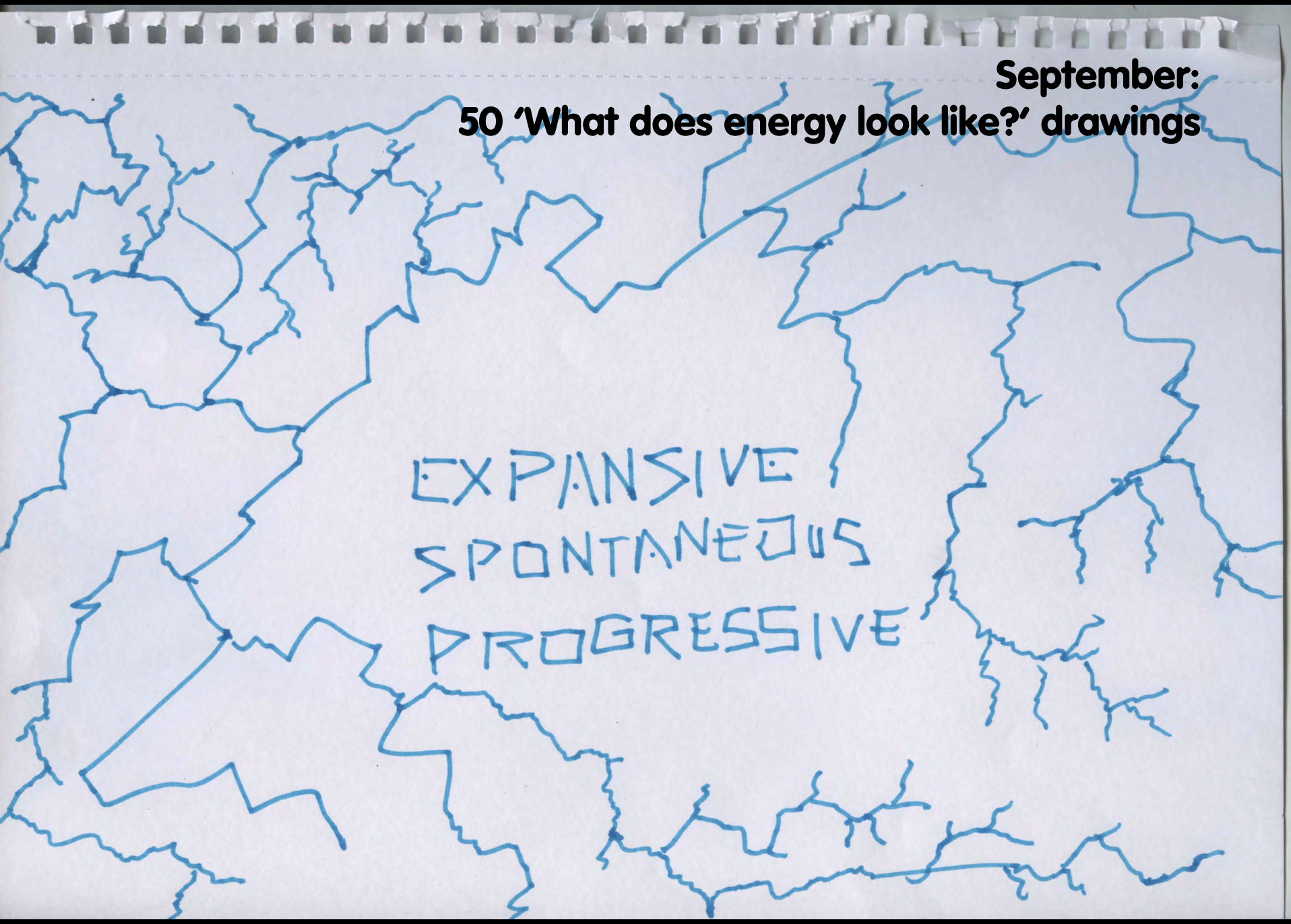
Use this space to draw or write something that represents how you think about energy. There are no right or wrong answers.



A thunderbolt.


Dan Lockton (left) and Flora Bowden (right) interview a resident in East London about attitudes and routines in using domestic energy.
suslab.rca.ac.uk

September:
50 'What does energy look like?' drawings



Energy is light,
an Idea,
excitement,
positivity.

September:
Co-creation workshop with householders and designers


Introductions
-Name
-Why you're here
-Favourite food, place or film

Key Findings from Interviews, Logbooks and Co-creation

-The invisibility and intangibility of energy makes it difficult for people to understand what they are using, and how to change the ways they use it

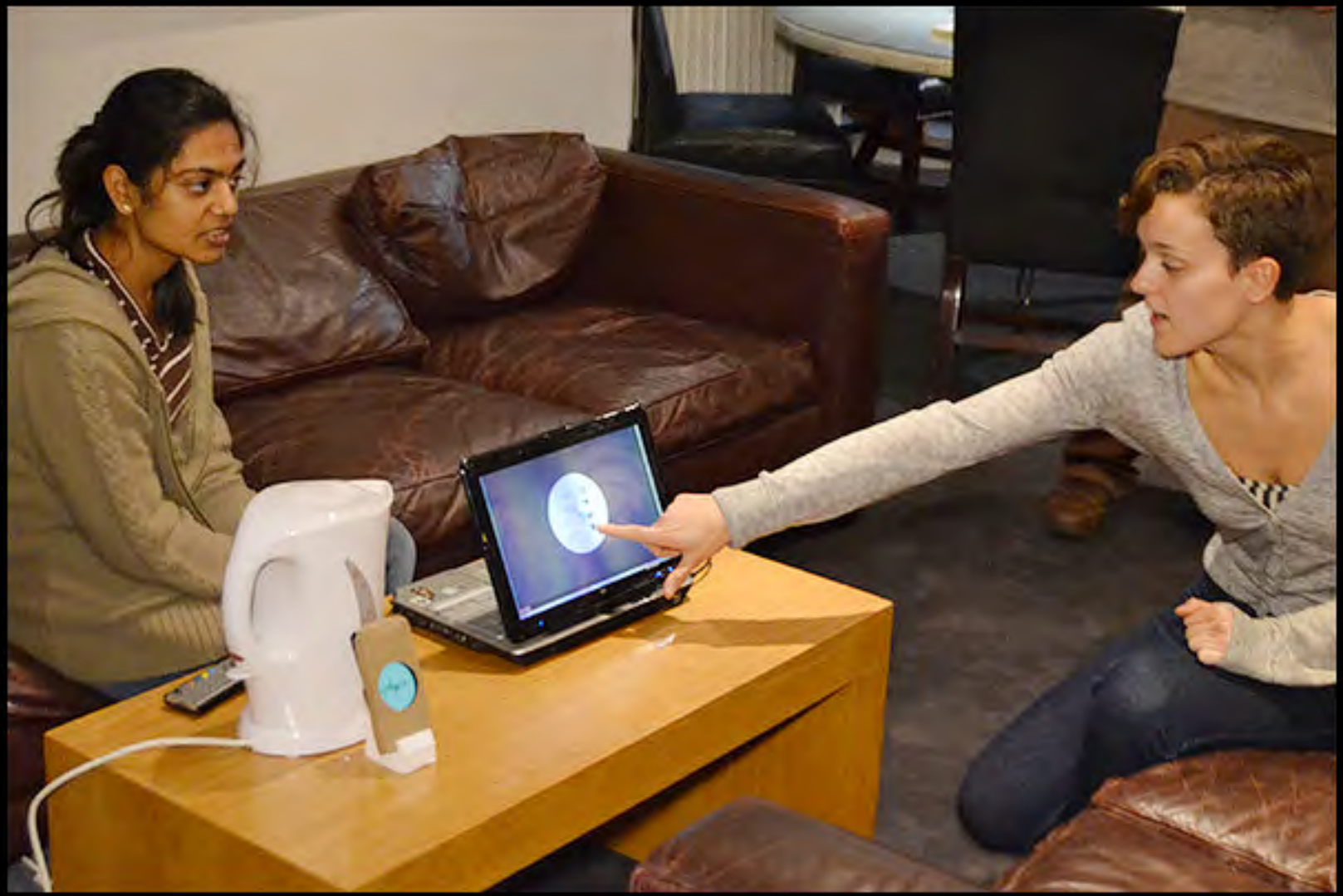
- Communicating home energy use through different senses (e.g. audio) could offer new ways for householders to relate to their energy use and appliances

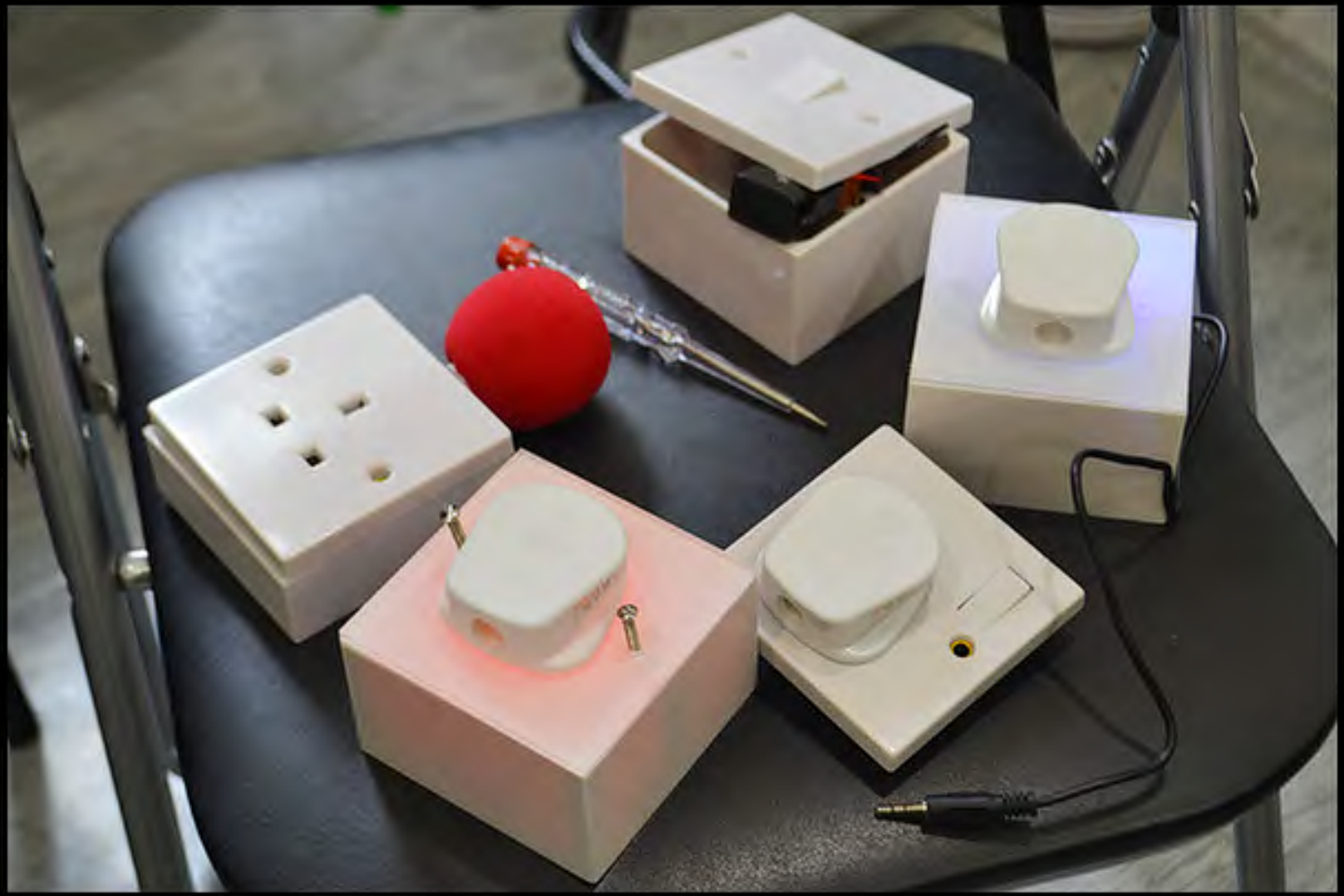
- New ways of communicating the load on the grid, e.g. better or worse times to use energy, would also be valuable information

- Devices or apps that tell people about their home energy use when they are out could also address security worries, such as leaving the gas on.

October:

Week-long workshop with 20 RCA students, from 12 courses





November:
Home Energy Hackday
with 35 designers,
developers, energy utilities,
energy-related start-ups

File Edit View History Bookmarks Tools Window Help 11 93% Wed 13 Nov 10 06 AM

Internet of Things London (London , England) – Meetup

Internet of T... | Home Training ... | Twitter / Searc... | SusLab Home E... | Suslab: Suslab | Normative-nud... | Invitation: Hom... | New Tab

eetup.com/iotlondon/

Google

Meetup **Find** a Meetup Group **Start** a Meetup Group

Dan Lockton What's new 18 Help My Groups Account Log out

Calling all entrepreneurs, designers, artists, students!

IOT/LDN

→Internet of Things London Meetup

xively

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IOT/

We're talking Urban infrastructure, smart grid, open hardware, quantified self, open data, environmental monitoring and more...

London, United Kingdom

Founded Oct 4, 2011

About us...

Members	2,037
Group reviews	44
Upcoming Meetups	2
Past Meetups	30
Our calendar	

#iotlondon

+ SUGGEST A NEW MEETUP

Upcoming 2 Past Calendar

Internet of Things Meetup 26

Xively
4th Floor, 13-21 Curtain Road, EC2A 3LT, London (map)

Tue Nov 19
7:00 PM

Waitlist →

Join us for drinks and networking as we listen to 3 speakers who are making the internet of things a reality. Interested in speaking? Get in touch on twitter at @...
LEARN MORE

95 attending
171 waiting
11 comments

Hosted by: Alexandra Deschamps-Sonsino (Co-Organizer)

Internet of Things Meetup 27 (The Christmas edition)

What's new



MORE

✓ NEW RSVP
David Stevens
RSVPed Waitlist for Internet of Things Meetup 26

Briefs:

In/visibility of energy: Householders have told us that not being able to 'see' the energy they use (and what's actually using it) limits their ability to change how they use it. This doesn't just mean visualisation via numbers and graphs - what could be new ways of communicating energy? Following on from this, are there opportunities for more **ambient (e.g. audio) interfaces for energy use**?

Thermal comfort: Heating uses the largest proportion of energy in homes, but can we look at this question not directly through temperature, but instead from the perspective of householders' **comfort and their sense of control** over the home environment?


Themes


Air Quality EGG
IAM
IAMS


Quality EGG
AIR


Mistral

localised heating

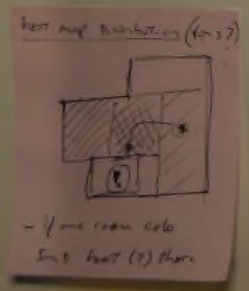
personalised settings

most people spend most their time in most a few specific places in house — desk, bed, sofa — can we target these more specifically to artificially forcall feeling of thermal comfort

smart thermostats in each room

Energy billed per room? Separate climate controlled per room (like CC zones in cars), introduce competition between rooms

match comfort to schedules & patterns of occupancy



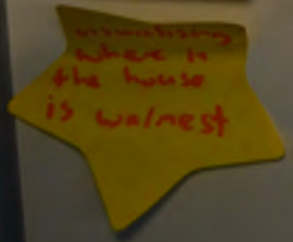
Furnishings? Decore? Environment?

Heat allowance per person per room?

per month

USUAL MONITOR

Control over individual room temps



communal use of energy


JANUARY
32 logs
PER WEEK
YOUR LOG PREDICTION:
LAST JANUARY
THIS MONTH'S WEATHER
SEASONAL AVERAGE

Next steps:

- Prototyping new energy visualisation / ambient interfaces
- Prototyping new thermal comfort / control interface

- Trials of devices with householders, both at home and in the SusLab living labs across Europe

- Iterative development

- ???

- ~~PROFIT~~ Energy savings

SusLab at the RCA
People, energy & everyday life

Invitation: Home Energy Hackday, Saturday 9 November

SusLab Home Energy Hackday, Dana Centre, Science Museum, London SW7 5HD
Saturday 9 November, 8.30am – 8.30pm

Sign up at Eventbrite

Are you interested in energy, design, prototyping or user research? As part of the European SusLab project, we're running a one-day hackday event to explore new ways of **making home energy use more tangible, visible, or understandable**, and we'd love you to take part. We're looking for makers, however you define: hackers, coders, designers, artists, systems people, to come together and push this area forward.

There's loads of work going on about reducing energy use, feedback, behaviour change and smart metering, but a lot of it misses a fairly basic insight: **people don't understand energy very well**, and it's difficult to change what you're doing if the feedback doesn't mean much to you.

Search

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Royal College of Art
SUSTAINRCA

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Seeing Things: The projects
AcrossRCA Seeing Things: introducing the week
Invitation: Home Energy Hackday,






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