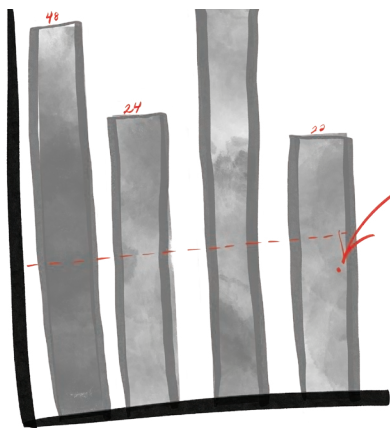


Using Art to Personalize Data



This is your customer.

Who are they? What do they expect from you? How will they grow with you or without you as your business evolves? These are questions you cannot answer when they are represented as pixels in a chart. As you look to reinvent your future, you need your customers' voices.



The fundamental assumptions utilities have built their business models on are changing.

In times of rapid change, thinking of your customer as a pixel in a graphic won't cut it.

As you grapple with more challenging questions such as engaging the "hard to reach" or understanding why customers don't participate in your programs, putting empathy first can help you bring your customers, and your future, to life.

More than an entry in a spreadsheet

Putting empathy first requires asking the right questions to understand who your customers are. What's it like for them to adopt a completely new product? What factored in to their decision making? How did that impact their energy use? These questions are hard to answer in the data alone. You need to ask, and understand, why.



We recently built
a customer journey map
for an upstream
lighting program.

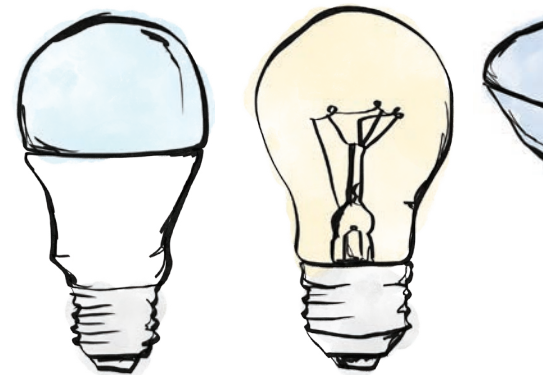
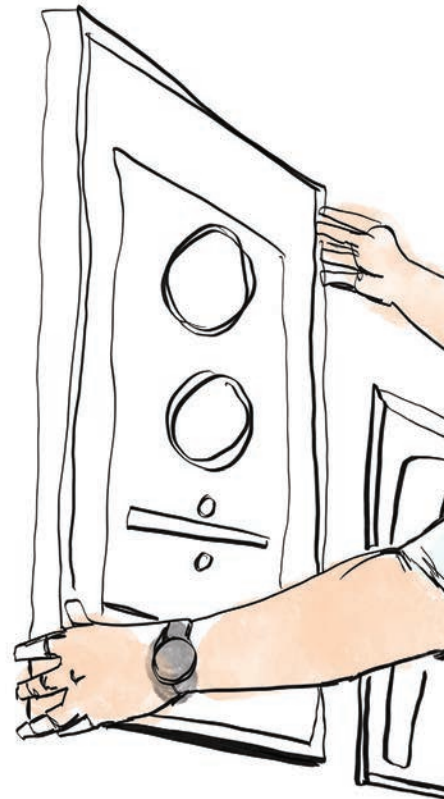
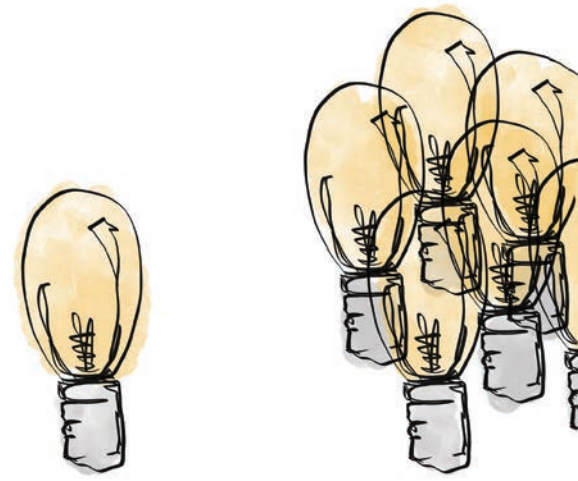
We spoke with customers and retailers for a year
and accompanied them (virtually) on a shopping
trip to purchase a light bulb.

Turns out,
purchasing light bulbs
is really emotional.

To provide our respondents with an adequate
level of respect, and our client with a full
representation of that emotional journey, we
needed a highly visual journey map.

ILLUME'S team hand drew
and collaged each key step of
the journey.

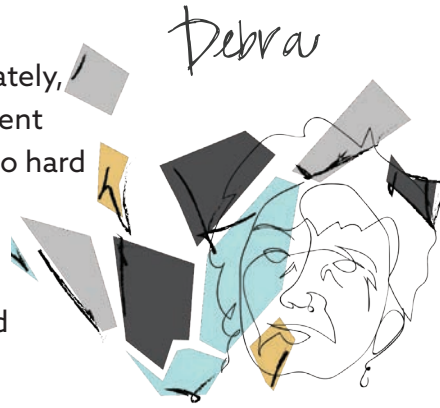
For example, when a customer was frustrated
and frazzled by picking a new light bulb, our team
represented shards of color shooting around the
background. ILLUME created 36 individualized
pieces of art to fully capture the customer's
experiences while making our thesis clear and
impactful.





Lost in this process. Ultimately, she chooses to be ambivalent about bulbs because it's too hard to make the decisions.

Text highlighting her mood and general outlook
"It doesn't really matter."



Debra, behind and amongst the shards. She's frustrated.

Shards to represent being frazzled and not having all the pieces.

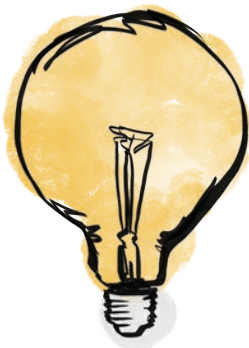


As part of our journey map work with ILLUME client, Georgia Power, we asked customers to walk us through things like the joy of personalizing and creating a home, the frustration from a shopping experience that should be otherwise 'easy,' and the "Goldilocks" effect of wanting just the right amount of choices.

With light bulbs, we've all been there! Frustrated, overwhelmed, or annoyed by a process. We've seen the eye-popping wall of bulbs at Home Depot and twisted one that's in the wrong color.

Our journey map work for Georgia Power's residential programs helped the large southern utility orient to the true customer experience, and design strategies around marketing, messaging, and programs to best meet customers where they are.

Using art is a way to create robust findings that ignite empathy and harness the care for your customers as people, not just data.



To enact the change, you have to work with the customer and understand what they need.