The five design imperatives

Integrate these key approaches when designing programs, products, and experiences
By Adam Maxwell, Bill LeBlanc, Christof Meyer, Chris Crisman
March 21, 2018

The five design imperatives

Trying to figure out how to refresh your existing residential customer portfolio? Struggling to increase program enrollment numbers or actively engage existing participants?

E Source and partner Egg Strategy identified five design elements that are crucial to include when designing residential programs, services, and experiences. We based these design elements on insights from more than 60 residential ethnographic interviews across seven topical areas performed for the E Source E Design 2020. Incorporating these elements will make your products and services more attractive to customers and boost program engagement and retention.

Downloadesource-five-design-imperatives.pdf

© 2008 - 2026 E Source Companies LLC. All rights reserved.
Distribution outside subscribing organizations limited by license.