



E Design Week: The design-thinking workshop for everyone

By Adam Maxwell

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Do you ever feel like you're spinning your wheels trying to find new ideas for products and services? Feel like your learning curve has plateaued? Want to hear more directly from customers but don't have a way to? Bored with your daily work routines? Spice up your life by attending E Design Week, December 10 to 12 at the E Source headquarters in Boulder, Colorado.

E Design Week is our design-thinking workshop focused on creating innovative, customer-facing products and services.

No, this is not a self-help advertisement or a late-night infomercial. [E Design Week](#) is far more useful (and only two and a half days, despite the name). This is our design-thinking workshop focused on creating innovative, customer-facing products and services. "What is design thinking?" you may ask. Design thinking is an approach to new product development that puts human needs at the core of the entire process. Why does this matter? Because we can come up with all sorts of great ideas, but if they're not solving customers' problems, then nobody's going to care. Design thinking ensures we're relentlessly focused on creating new ideas that deliver real value to real people, throughout the process.

E Design Week does this by analyzing new ethnographic market research in four areas: low income, electric vehicles, connected homes/virtual assistants, and small and midsize business (SMB) customer engagement and experience. This research is different from anything else in the industry, featuring videos, photos, and audio clips of actual customers answering open-ended study questions designed to get you thinking about why customers are taking certain actions, why certain perceptions exist, and how customers have formed

their behaviors and beliefs.

Attendees will actively brainstorm solutions to real customers' problems.



E Design Week is true customer-centric innovation. We spend a healthy amount of time breaking down the challenges people bring up, then create exciting new concepts to address those challenges. Participants will walk away with a suite of new concepts to take back to their utility.

Activities include rapid prototyping of innovative product and service offerings.

PIMPED OUT CHARGING STATIONS



LARGE STATION

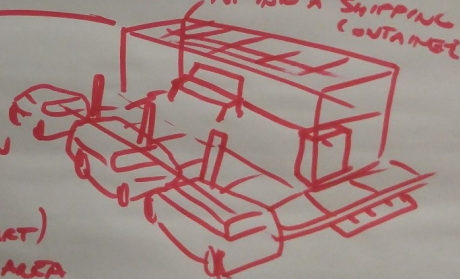
(STREET CORNER GAS STATION SIZE)

- CHARGE EV
- FREE WIFI
- UTILITY INFO KIOSK
- E BIKE RACK
- COFFEE
- REP. ON SITE SWAP CARS
- CHARGERS "REACT" TO CHARGING (LIGHT, SOUND, ETC.)
- FOOD TRUCK PARTNERSHIP
- CLEAN, LUXURIOUS
- TEST DRIVE
- LOCATE PUT INTO A SHIPPING CONTAINER

SMALL STATION

(BUS STOP)
DENSE AREA

- PLACED NEAR TRANSIT/ DESTINATION
- WIFI FOR FREE
- CHARGERS "REACT" W/ LIGHT, SOUND, ART)
- SIMPLE COVERED AREA W/ KIOSK



STATIONS OFFER CHARGING FOR OWNERS, INFO FOR FUELERS, GATHERING SPACES FOR LIKE-MINDED PEOPLE, A UTILITY BRANDING OPPORTUNITY AND AN INTERESTING INTERACTIVE PUBLIC SPACE

Don't expect your typical passive conference. This is an active, hands-on workshop. Our blend of unique exercises and research will shake up your routine and get you thinking about perplexing problems from new angles. You'll learn how to apply the customer-centric principles and practices of design thinking to the work you do back at the office and get to show off your newfound knowledge to your colleagues.

If you work on electric vehicles, connected homes, low income, or SMBs and are looking for ways to create innovative new ideas, get a fresh perspective on customers, or reinvigorate your learning, then E Design Week is for you. Plus, over the two and a half days you'll have fun and meet a whole bunch of new people who are working on similar issues. Three seats are included for members of the E Source E Design 2020 initiative, but the event is open to any utility professional looking to develop their skills. [See the full agenda and registration info.](#) We hope to see you there!

Register now!

A promotional banner for E-design WEEK. The top section has a green background with the text "E-design WEEK" in white, where "E-design" is in a sans-serif font and "WEEK" is in a stylized, outlined font. Below this is a blue section with the dates "December 10-12, 2019" and the location "E Source Headquarters Boulder, CO" in white sans-serif font. The bottom section is a dark blue-grey with a light blue arrow pointing right containing the text "Save the date!". To the right of the arrow is the website "www.esource.com/edesign-week-2019". Further right is the "E-design 2020" logo, which includes a stylized "E" icon and the text "E Source" below it.

E-design WEEK

December 10-12, 2019

E Source Headquarters
Boulder, CO

Save the date! www.esource.com/edesign-week-2019 | **E-design**²⁰²⁰ 

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