

## 1. Who is the customer?

Our customers are architects, engineers, planners, interested lay persons as well as prospective building owners and craftsmen.

## 2. What is the customer problem or opportunity?

### Problem:

Currently, it is very time-consuming to find already existing information about energy-efficient buildings that are also cost-effective. It is plagued by an unorganized overview and potential sources are typically very long. There is also no easy internet application existing at the moment.

### Challenge:

Creating a successful internet application, where solutions can be presented in a modern and interactive way!

### Impact:

We want to achieve simplification, so that our users save time when researching.

## 3. What is the most important customer benefit?

Providing information at the fingertips whilst saving time in form of a webtool.

## 4. How do you know what customers need or want?

Based on how people nowadays research and use the internet, it is clear to say that current very academic, time-consuming approaches are not sufficient. People are used to finding information as fast as possible. Everything is only one google search away. Therefore providing information only in the traditional way, does not reach as many interested customers as it possibly could.

We proved this hypothesis by doing two interviews with architects. Both confirmed the above statement and explained that younger architects in particular would benefit from an online, interactive version of the information. Everyone liked to learn from different channels and according to them, it is important to provide a webtool as another extension.

## 5. What does the customer experience look like?

1. The need to research a topic
2. Opening up the webtool and landing on the Homepage
3. Choose from one of the three main visual categories

4. Landing on a visual overview of a house → select a specific aspect of the house, i.e. windows
5. Add information to the library
6. Download information