

# Interview Guide - Energy Bee Electricity Utility App

## Research Questions

1. How do people choose their energy suppliers?
2. Do customers know how much energy they use?
3. How do customers handle their energy bills and payments?
4. When and why would people want to track their energy consumption?
5. What features do users want in an energy supply app?

## Methodology

1. 1-on-1 interviews
2. Semi-structure
3. In-person & Remote

## Participant Criteria

Participants must have paid for utilities (electricity, gas, water, phone, internet, etc.) within the last six months, either:

1. Private Property Users – Individuals who pay for personal use, tenants, or on behalf of others.
2. Business/Public Property Users – Individuals responsible for utility payments for a business or company.

## Interview Questions

3. How do you choose your energy supplier? What has your over all experience been like?
4. How do you track your energy bill? How often do you check it?
5. How do you pay your energy bill? How frequently do you make payment?
6. What is difficulties do you face when managing your bill and payment?
7. During energy consumption process, what are the 3 most important factors to you? (e.g., comparing tariff, checking the meter, making payment, etc)
8. What are the three most important energy-related concerns for the environment and the world?
9. What do you think is important, BUT energy suppliers do not communicate to customers?
10. Is it important for you to know your energy consumption levels? Why or Why not?
11. Would you like to know where your energy comes from?
12. Would you like to compare your energy consumption level to the average user?
13. Are you actively trying to reduce your energy consumption? If so, what steps have you taken?
14. Name 3 things that could help you reduce energy consumption.