



ECA Focus Group Findings

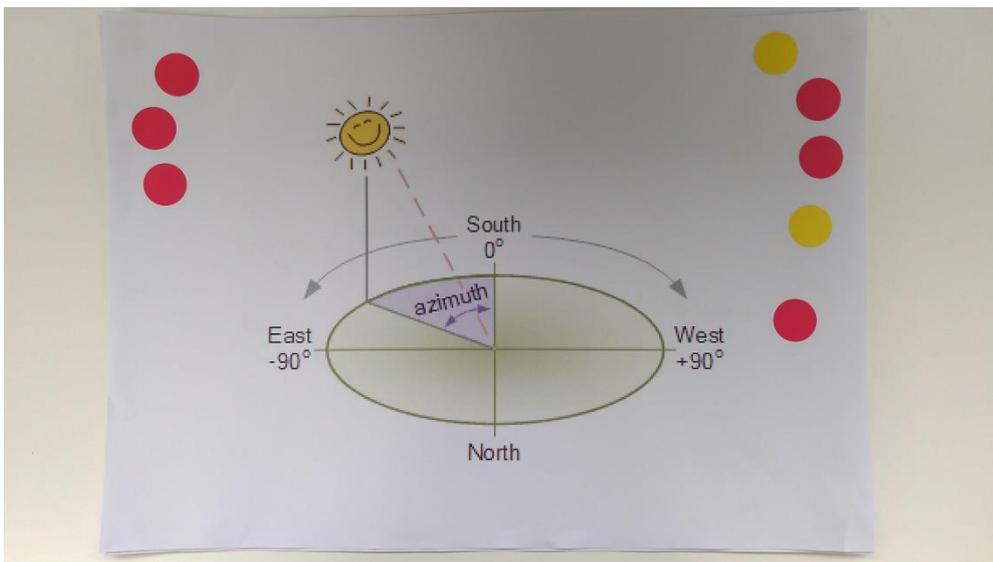
Conducted August and September, 2017

Session 1

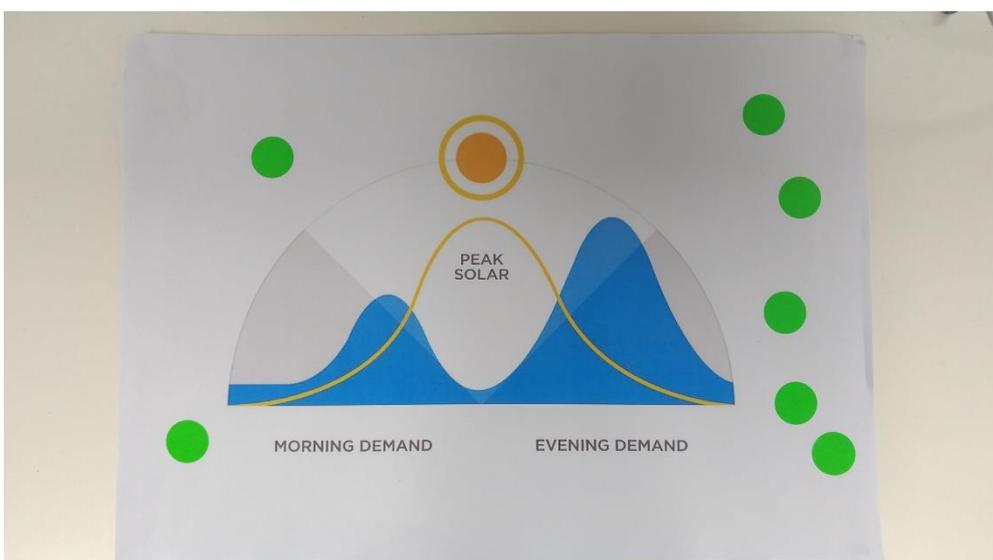
The first session focused on presenting different styles of graphics and terminology to the participants to gauge how effective they were in communicating complex ideas around solar power generation.

The participants were asked to look at various A3 print outs, and place a green, yellow or red sticker on them based on whether or not they understood what the graphics were trying to convey.

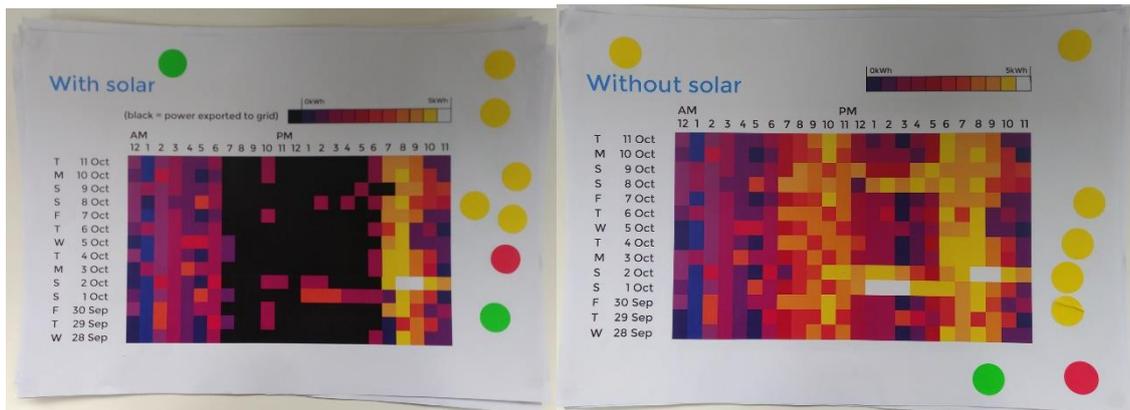
Below is an example of 2 of the graphics as shown.



The complex nature of this graphic was not understood well.



A graphic that was well understood.



A style of graphic that wasn't well understood, and confused most of the participants.

Terminology was also discussed, with a list of terms being presented to the participants and their understanding of the terms recorded.

The key finding here was that the usage of the term "discretionary load" was widely unknown. All of the other terms were generally understood except for a few outliers who didn't know the difference between "Energy distributor" and "Energy generator" and "Kilowatt Hours".

Exercise 2

The second exercise was to get people to identify a series of icons of appliances, presented in different graphical styles. The participants were asked to identify what the icon was of, and then circle which they liked the best in terms of its communication and style. Some examples of the sheets provided to the participants are below:



The purpose of this exercise was to inform the style of our final deliverables for this project. The results of which are the detailed icons seen in the energy profile activity and solar health check.

Session 2

Feedback gathered from the first session was then used in second focus group. Positively, all the participants came back, which was a sign of good engagement with the project.

In the time in between the two sessions we developed drafts of the Solar Health Check and Energy Profile activities, utilizing the findings from the first in terms of developing a graphical style and appropriately targeted language for the exercises.

Both exercises were well received and understood, and also proved useful in uncovering some bugs in the calculations within the Solar Health Check.

The Energy Profile exercise garnered positive feedback, and most of the participants enjoyed the playfulness of the activity, which involves some good old fashioned drawing and colouring in. Some participants were confused by the language used around feed in tariffs, and this resulted in a good informative discussion on this and some ideas to reflect upon for the continuation of the project. The need for an example profile was discussed and deemed necessary and this was added to the exercise sheets. Below is the example profile for reference.

Example Energy Profile

