

REVISED, SHORTENED VERSION

EMPOWERING NEW AND EXISTING SOLAR CUSTOMERS

EXECUTIVE PRESENTATION

AUGUST 3, 2017

GOING SOLAR



How can we make the end-to-end experience of understanding, adopting and using solar as accessible, inclusive, frictionless, engaging and enjoyable as possible?

CROSSING THE CHASM

The challenge will be understanding the conditions that will shift solar from being only for the deeply passionate, to being accessible and practical for everyone.

EARLY ADOPTERS - - - - - EARLY MAJORITY - - - - - LATE MAJORITY - - - - - LATE COMERS



LANDSCAPE CONDITIONS DRIVING CHANGE

TECHNICAL FEASIBILITY

Technical advancements in solar have steadily increased the efficiency of photovoltaics. At the same time, **new technology** in monitoring and storing solar electricity have made the technology attractive to consumers. The price per kilowatt hour has dropped dramatically.

CONSUMER DESIRABILITY

Growing consumer demands for both conservation and energy efficiency have accelerated demand for consumer-grade energy products. Being green moved from being ecologically responsible and financially practical, to being socially fashionable.

BUSINESS VIABILITY

ComEd authored FEJA legislation which begins to **drive change in the Illinois energy landscape**. In addition to job creation, it will expand energy efficiency and renewable energy opportunities for customers. The goal is to achieve 25% clean energy by 2030 in Illinois.

OUR APPROACH

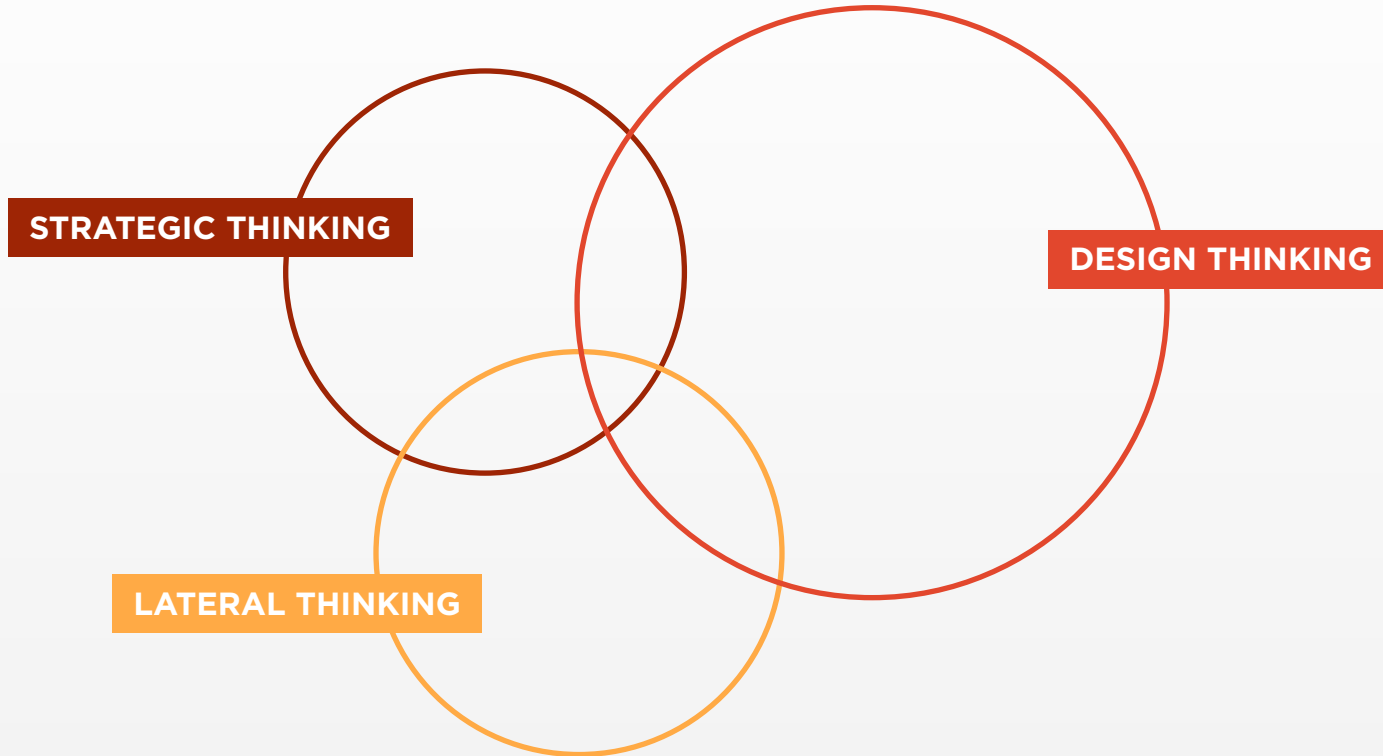
How we drive creativity and innovation

DESIGN THINKING

Fjord applies Design Thinking as a collaborative, human-centered and creative approach to driving innovation. We have embraced the following five principles while exploring the ideal end-to-end customer experience during the project:



THINKING MODES



WHO WE TALKED TO



6

RESIDENTIAL
CUSTOMERS



2

COMMERCIAL &
INDUSTRIAL
CUSTOMERS



6

DEVELOPERS



3

LOW INCOME SUPPORT
ORGANIZATIONS

accenture

6

ACCENTURE SMES

We also researched **industry reports, trends and market communications.**



AND WE WORKED WITH YOU

9

WORKING
SESSIONS

1

RUMBLE

10+

COMED
INTERVIEWS

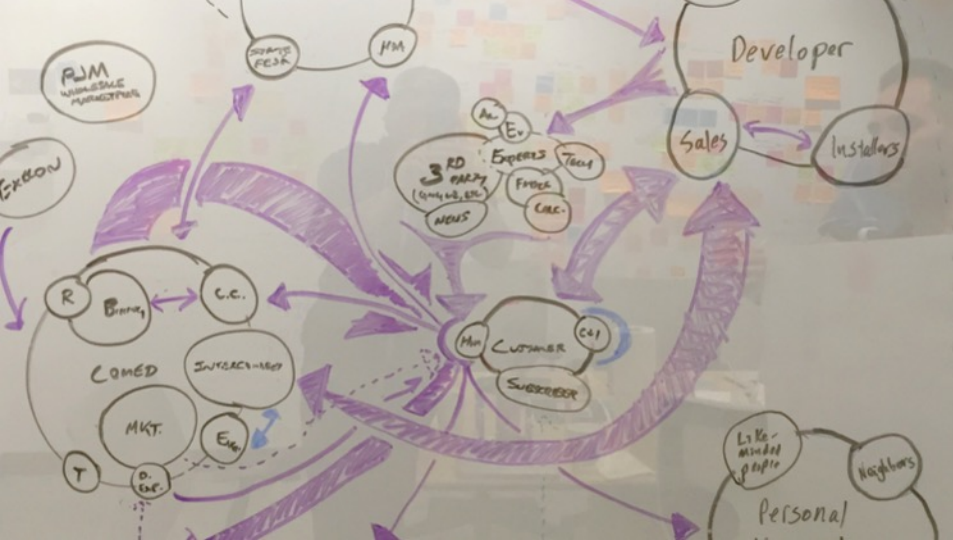
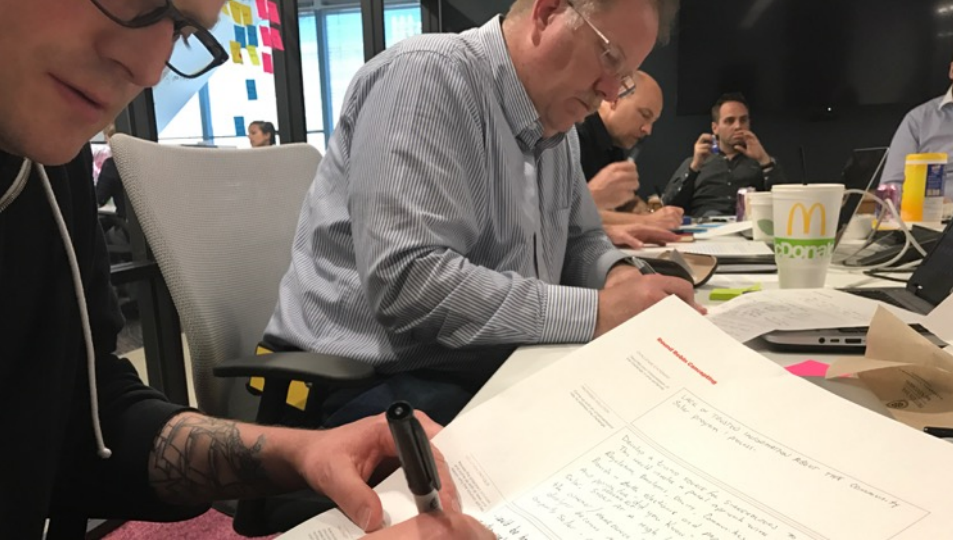
30+

COMED
STAKEHOLDERS

12⁴

CUPS OF COFFEE

1. **Validated research** the Fjord team conducted on current solar customers and market
2. **Mapped improved end-to-end customer journeys** and identified barriers — internal and external — to success and provided opportunities to overcome barriers
3. **Co-created new service concepts** and iterated and developed our ideas
4. Explored **shared solar** offerings and identified opportunities for ComEd to innovate
5. Identified opportunities to deliver on FEJA promises to **low-income customers**
6. Established areas for improvement in **the interconnection process** to provide the most efficient customer and developer experience



FOUR THINGS WE NEED TO EXCEL IN

STREAMLINING & SCALING THE INTERCONNECTION PROCESS

Building the infrastructure that can grow ComEd's ability to serve more solar customers

SUPPORTING & EVALUATING DEVELOPERS

Providing the business tools and resources to make a frictionless developer experience

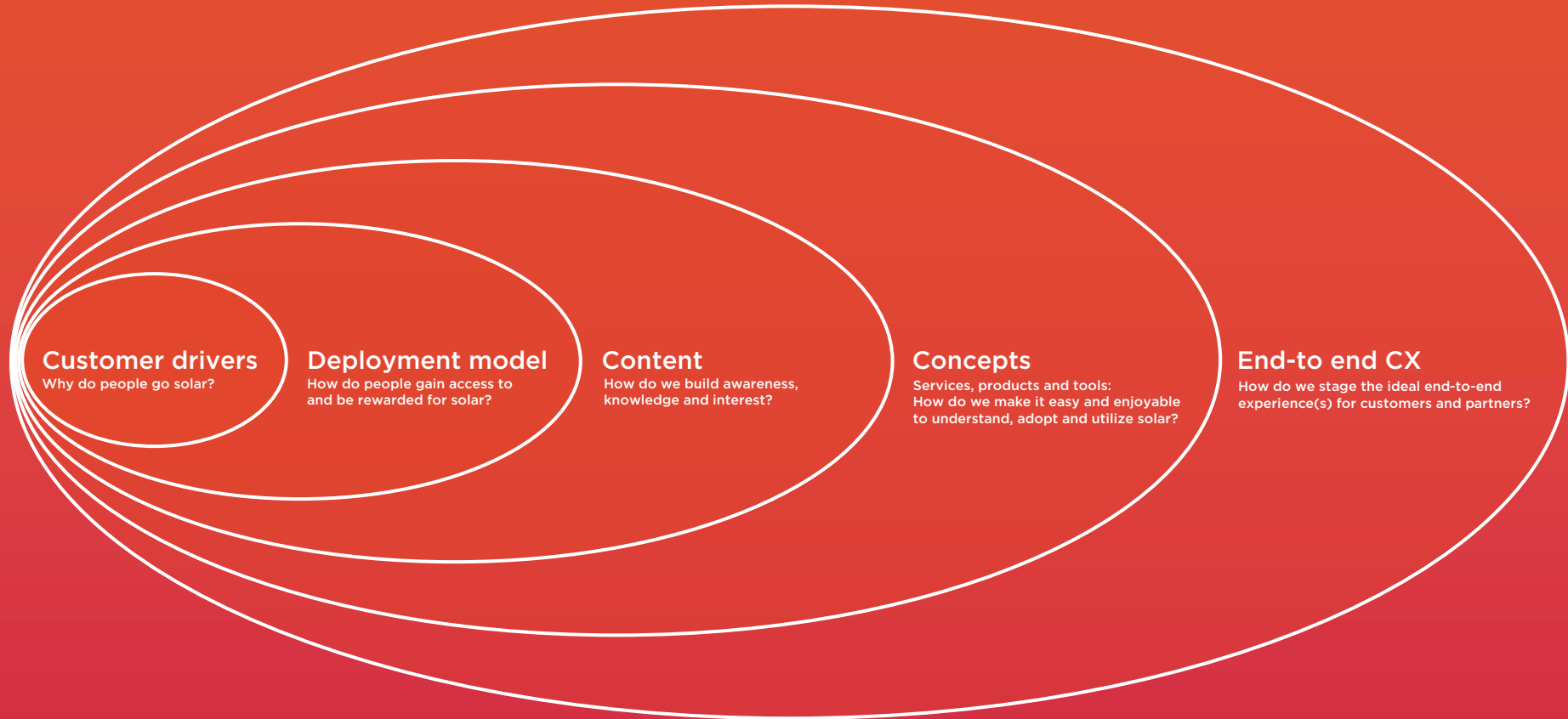
EDUCATING & ENGAGING CUSTOMERS

Explaining and clarifying the benefits of solar, the process to acquire it, and the experience of living with it

EMPOWERING & REWARDING CUSTOMERS

Creating meaningful moments that engage and enrich all customers and communities

MARKETING OFFERINGS (OVERVIEW)





CUSTOMER DRIVERS

Why do people go solar?

CUSTOMER SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers		
Residential customers		
Commercial & industrial customers		

CUSTOMER DRIVERS

KEY MOTIVATORS

I want to be in charge of my energy.

I want to serve my community.

I want to reduce my carbon footprint.

I want to reduce my bills.

I like new tech.

SITUATIONAL FACTORS

I have a large sunny roof.

I live in the shade and do not have access to my roof.

I cannot afford an installation.

I cannot make a 15 year commitment.

I want to wait for the technology to improve.

SHOWN HERE: TWO REPRESENTATIVE EXAMPLES



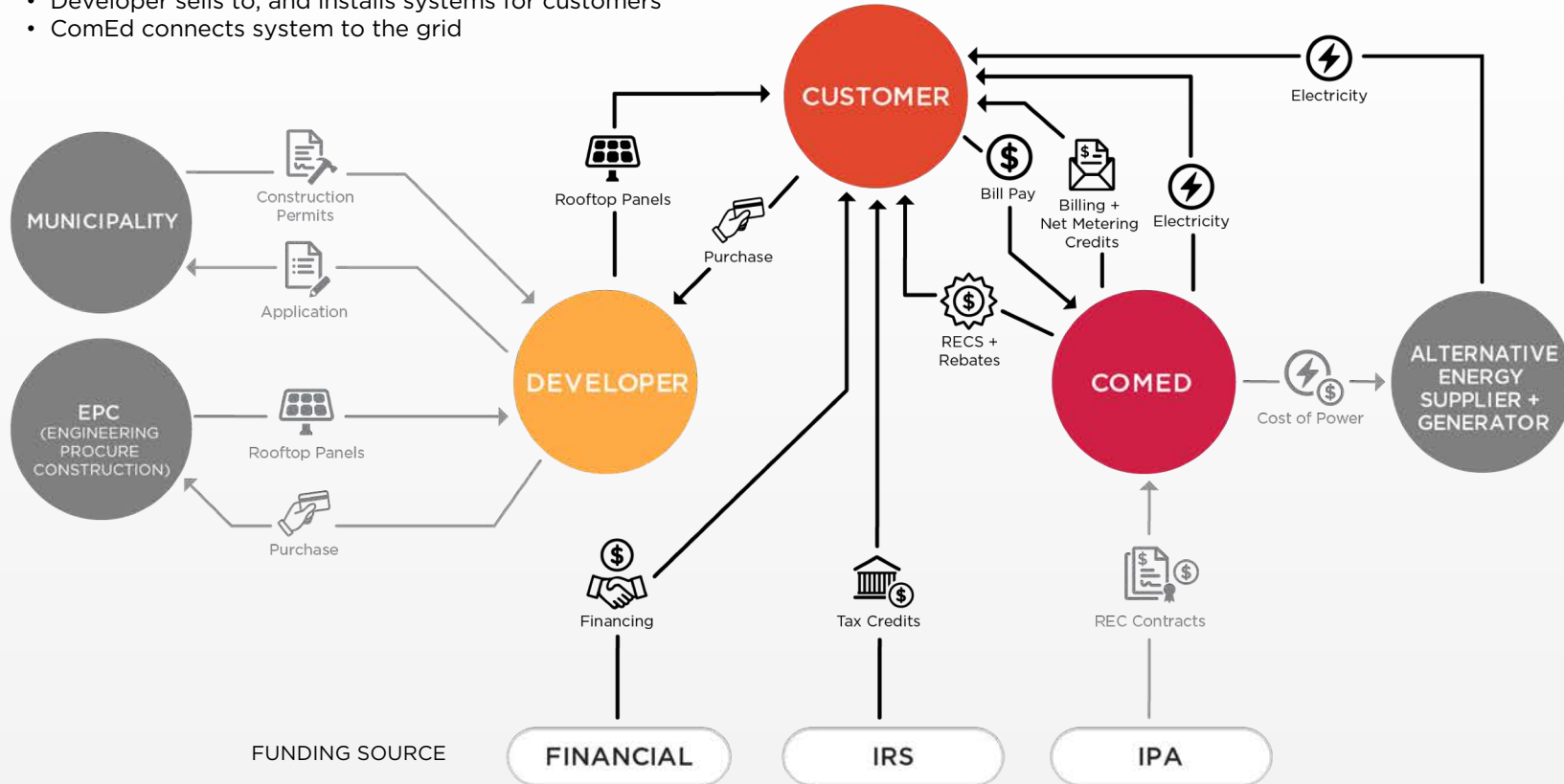
DEPLOYMENT MODELS

How do people gain access to and be rewarded for solar?



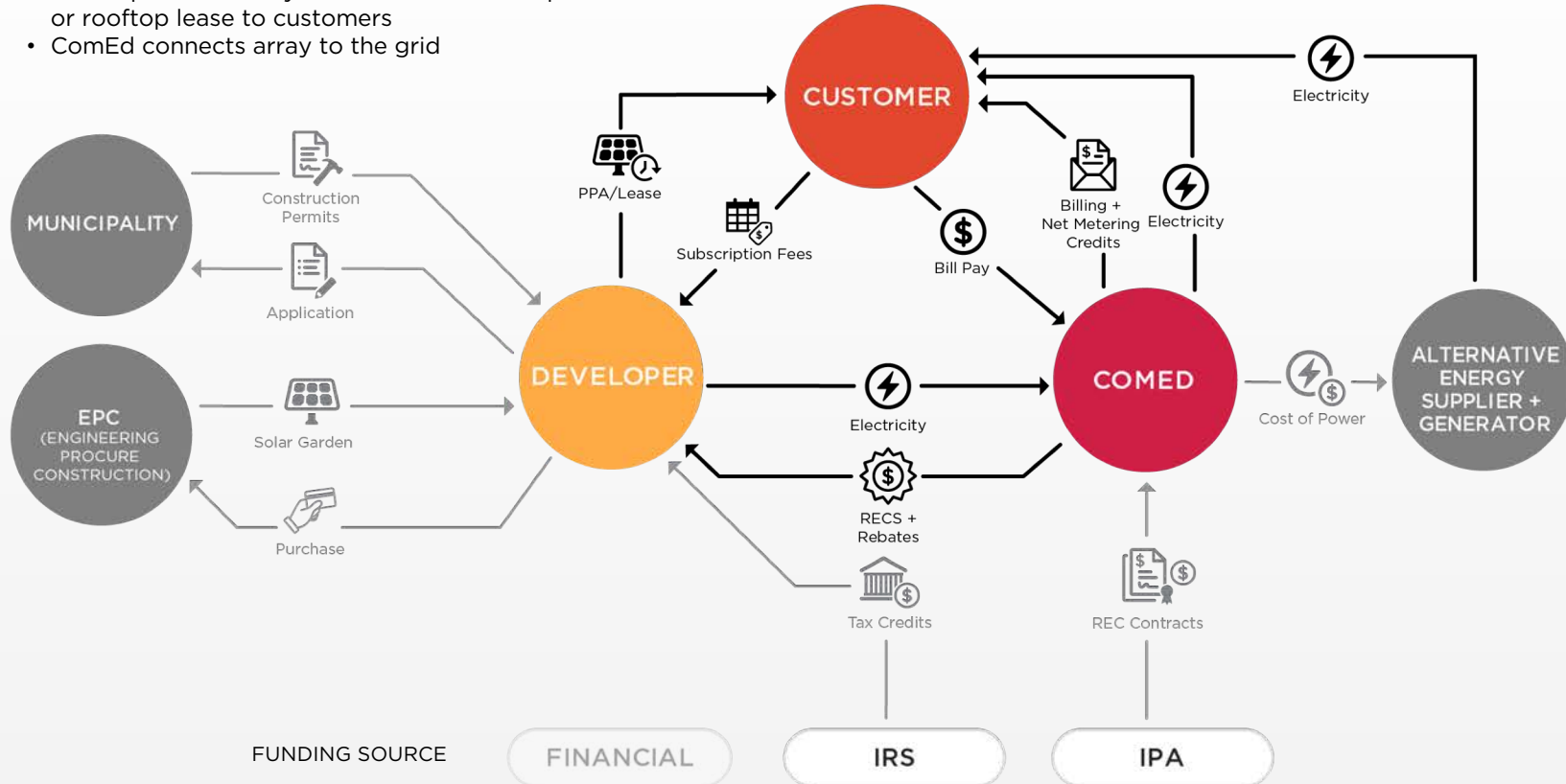
ROOFTOP/INDIVIDUAL

- Developer sells to, and installs systems for customers
- ComEd connects system to the grid



SHARED SUBSCRIPTION

- Developer builds a system and sells subscriptions or rooftop lease to customers
- ComEd connects array to the grid





CONTENT

How do we build awareness, knowledge and interest?



SERVICE CONCEPTS

New or revamped services, products and tools:
How do we make it easy and enjoyable to
understand, adopt and utilize solar?

SHOWN HERE: ONE REPRESENTATIVE EXAMPLE



CONCEPTS FOR STREAMLINING AND SCALING THE INTERCONNECTION PROCESS

INTERCONNECTION 2.0

The latest version of the ComEd interconnection tool automates, streamlines, and routes information much more effectively within the organization. Customer account data is imported to simplify process. Level 1 interconnects under 25KW are automatically approved and processed unless flags appear in the application. Alerts are triggered and routed to all parties in the process. Interconnections automatically update the capacity grid when completed.

FIVE FEATURES

- Automation of manual processes throughout
- Predictive application based on customer account including Net-Metering
- Upfront developer interconnection requirements
- Simplified or detailed steps for simple or complex interconnections
- Improved hosting capacity map and project queue



INTERCONNECTION 2.0

BUSINESS DRIVER

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	YES	
Residential customers	YES	
Commercial & industrial customers	YES	

CX PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
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STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	Simplifies and streamlines the interconnection process (which saves time).	Makes the overall experience feel transparent, simple, non-intimidating and efficient.
Developer	Simplifies and streamlines the interconnection process (which improves turnaround time and frees up time for sales).	N/A
ComEd	Automates and streamlines the interconnection process (which saves time and money).	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

SHOWN HERE: TWO REPRESENTATIVE EXAMPLES



CONCEPTS FOR SUPPORTING AND EVALUATING DEVELOPERS

HIRE RIGHT

Hire Right is a platform for customers to learn about, shop for, and review solar developers. Helpful information on hiring the right developer is available to customers.

Common pitfalls and tips for success are presented within the context of individual installations. When appropriate, developer information and reviews could be carefully curated and incorporated into the experience. When a customer is ready to hire, they can be routed to content for externally approved developers. Once a developer is selected, their information is ported to the interconnection tool along with the customer's.

FIVE FEATURES

- Curated content for customers learning about solar and looking for developers
- Search for developer based on project size, area, customer ratings, etc.
- Customer feedback on developers and installations (incl. photos)
- Customers can communicate with developers through platform
- Seamless integration with interconnection tool



HIRE RIGHT

BUSINESS DRIVER

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	NO	YES
Residential customers	YES	YES
Commercial & industrial customers	YES	YES

JOURNEY PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
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STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	<p>Streamlines the process of:</p> <ul style="list-style-type: none"> identifying and comparing developers (and avoiding shady/predatory developers), contacting developers, choosing a reliable developer, providing feedback, and helping other customers make an informed choice. 	<p>Makes customers feel well-informed, excited, smart and reassured.</p>
Developer	<ul style="list-style-type: none"> Increases exposure to potential customers. Generates sales leads. Streamlines the installation and interconnection process. Provides opportunity to learn and grow from customer feedback. 	<ul style="list-style-type: none"> Celebrates small developers who excel in customer service. Builds developer brand awareness, likability and preference.
ComEd	<ul style="list-style-type: none"> Encourages solar adoption by (a) training and educating the customer base, and (b) connecting customers with developers. Puts pressure on developers to be responsible and accountable. Streamlines the interconnection process. 	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

DEVELOPERS' LEAGUE

The Developers' League is an online forum and discussion board for developers to ask questions and solicit answers from ComEd. Developers can join the Developers' League if they qualify, take compliance and skill-building seminars, and participate in on-going conversations around new practices and technologies through message boards and live forums.

FIVE FEATURES

- Back and forth communication between developers and ComEd
- ComEd partner certification
- Training courses
- Membership-only direct communication channels
- Regular member round tables



DEVELOPERS' LEAGUE

BUSINESS DRIVER

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	YES	YES
Residential customers	YES	YES
Commercial & industrial customers	YES	YES

JOURNEY PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
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STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	Streamlines and enhances the overall customer experience (thanks to informed and motivated developers who know how to work with ComEd).	Makes customers feel confident and reassured.
Developer	Streamlines the process of: <ul style="list-style-type: none"> learning how to work with ComEd, understanding local sales and installation challenges, building new skills, and staying on top of the latest trends. 	<ul style="list-style-type: none"> Makes developers feel well-informed, excited, confident and empowered. Makes developers feel that ComEd is a genuine partner (and not an obstacle).
ComEd	Streamlines the process of: <ul style="list-style-type: none"> addressing concerns and issues developers may have, training and educating developers, and building strong relationships with developers. 	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

SHOWN HERE: TWO REPRESENTATIVE EXAMPLES



CONCEPTS FOR ENGAGING AND EDUCATING CUSTOMERS

MINI PANEL

The Mini Panel is a small solar panel for prospective rooftop solar customers. This helps spark interest in the idea of solar, and entice customers to evaluate how solar generation will work for their home or business. When placed on the roof, the Mini Panel will generate real solar energy that can be captured in a battery and visualized through ComEd.com or a dedicated microsite. This will identify viable roof surfaces, forecast potential impact of a solar array, and provide an exciting introduction to solar power.

FIVE FEATURES

- Affordable (entry point to solar power)
- Portable (easy to transport, install, move and store)
- Compatible (can be combined with other solar products)
- Trackable (energy generation can be tracked via ComEd.com and microsite)
- Personalized recommendations (e.g., for choosing deployment model)



MINI PANEL

BUSINESS DRIVER

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	YES	YES
Residential customers	YES	YES
Commercial & industrial customers		

CX PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
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STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	Makes solar power accessible and relatable.	Provides fun and engaging learning experience.
Developer	N/A	N/A
ComEd	<ul style="list-style-type: none"> Stimulates and gauges consumer interest in solar power and solar products. Encourages early adoption of solar products and solutions by training and educating customer base. Provides opportunity to build and strengthen customer relationships. 	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

SUN SCREEN

Sun Screen is an assessment tool that helps people evaluate their energy usage to see if a solar solution is right for them. This service combines billing history data, easy-to-answer questions, and an optional visit from a ComEd solar specialist. The tool helps people understand the financial, environmental and self-expressive benefits of solar.

FIVE FEATURES

- Real-time data comparison of historic, current, and projected future energy consumption
- Financial calculator for locally available solar options
- Total potential cost of ownership
- Solar impact personalized to the individual
- Developer outreach and in-home assessment scheduling



SUN SCREEN

BUSINESS DRIVERS

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	YES	YES
Residential customers	YES	YES
Commercial & industrial customers	YES	YES

CX PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
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STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	<p>Streamlines the process of:</p> <ul style="list-style-type: none"> understanding the impact of lifestyle on energy consumption and carbon footprint, understanding if and how solar power could be a viable solution, and dealing with developers. 	Makes customers feel well-informed, excited, smart and empowered.
Developer	<ul style="list-style-type: none"> Encourages early adoption of solar products and solutions. Streamlines future interactions between customers and developers. 	N/A
ComEd	<ul style="list-style-type: none"> Stimulates and gauges consumer interest in solar power and solar products. Encourages early adoption of solar products and solutions by training and educating customer base. Provides opportunity to build and strengthen customer relationships. 	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

SHOWN HERE: ONE REPRESENTATIVE EXAMPLE



CONCEPTS FOR EMPOWERING AND REWARDING CUSTOMERS

CLEAN ENERGY REWARDS

Clean Energy Rewards is a program that encourages customers to become more energy efficient, for example by going solar or buying energy star appliances. Through the ComEd mobile app, participants can snap photos of energy efficient actions for points redeemable towards marketplace items like appliances. Additionally, smart devices can inform ComEd of energy efficiency behavior. Badges and status can be earned and rewards can be as simple as outwardly celebrating good behavior.

FIVE FEATURES

- Mobile App and smart home integration
- Status tiers for program rewards
- Leader board for top energy savers
- Goals setting to drive energy efficiency
- Badges to grow pride in accomplishments



CLEAN ENERGY REWARDS

BUSINESS DRIVER

Streamlining & scaling interconnection	Supporting & evaluating developers	Educating & engaging customers	Empowering & rewarding customers
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SEGMENTS

	Stand-alone solar solutions	Community/shared solar solutions
Low-income residential customers	YES	YES
Residential customers	YES	YES
Commercial & industrial customers	YES	YES

CX PHASES

Discover & Learn	Acquire & Finance	Install & Optimize	Operate & Stabilize	Manage & Maintain	Leave & Transfer
------------------	-------------------	--------------------	---------------------	-------------------	------------------

STAKEHOLDER BENEFITS

	Functional benefits	Emotional benefits
Customer	<p>Streamlines the process of:</p> <ul style="list-style-type: none"> understanding the impact of lifestyle on energy consumption and carbon footprint, understanding how to change behavior and reduce energy consumption, setting and achieving energy consumption goals, and being rewarded financially and non-financially for the right behavior. 	Makes customers feel well-informed, excited, smart and empowered.
Developer	N/A	N/A
ComEd	<ul style="list-style-type: none"> Encourages energy efficiency and solar adoption by training, educating and rewarding the customer base. Provides opportunity to learn from customer behavior. 	<ul style="list-style-type: none"> Builds brand awareness and knowledge. Builds brand likability and trust. Builds brand satisfaction and willingness to recommend.

SHOWN HERE: TWO REPRESENTATIVE EXAMPLES

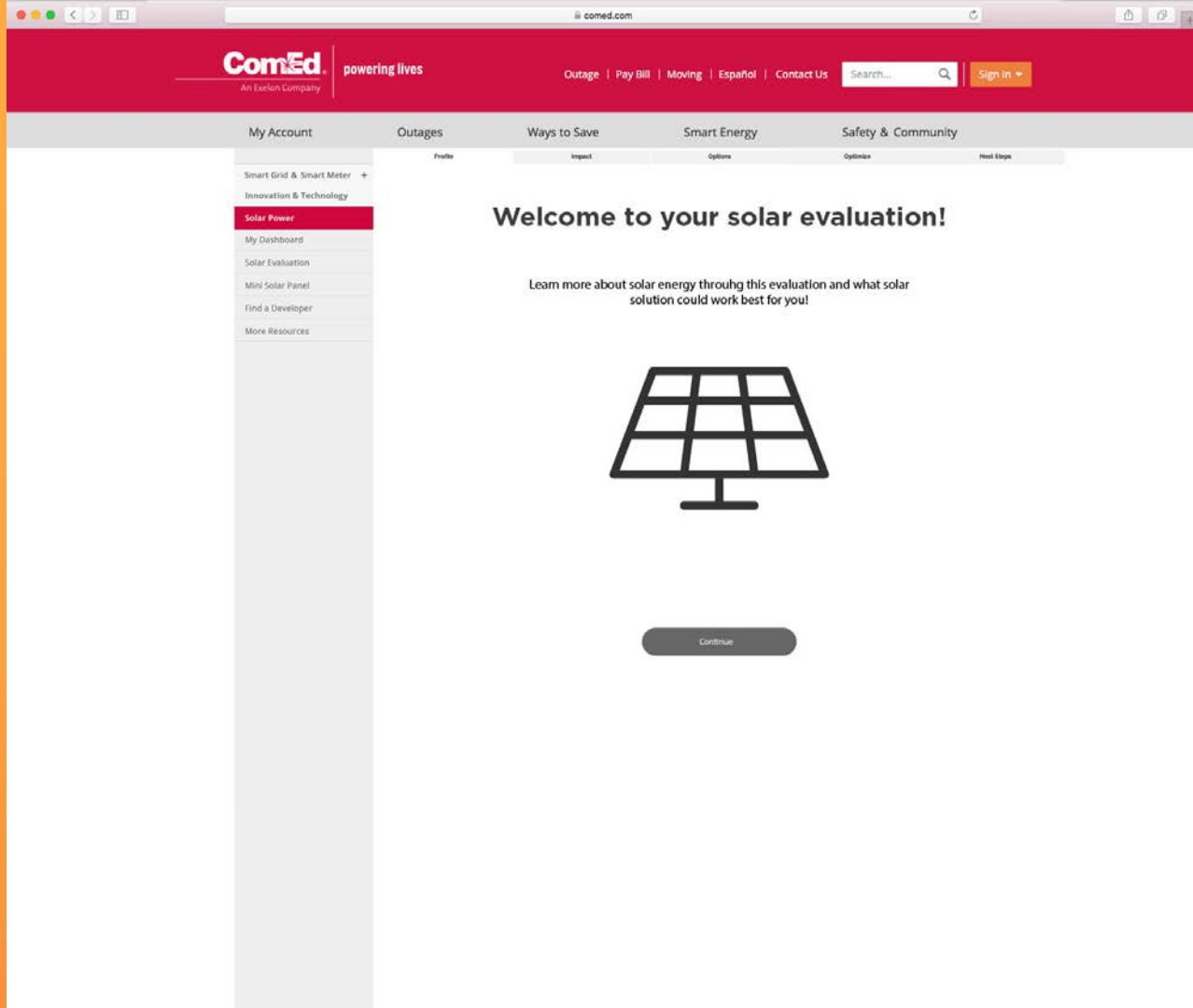


PROTOTYPES BRINGING THREE CONCEPTS TO LIFE

Sun Screen Prototype



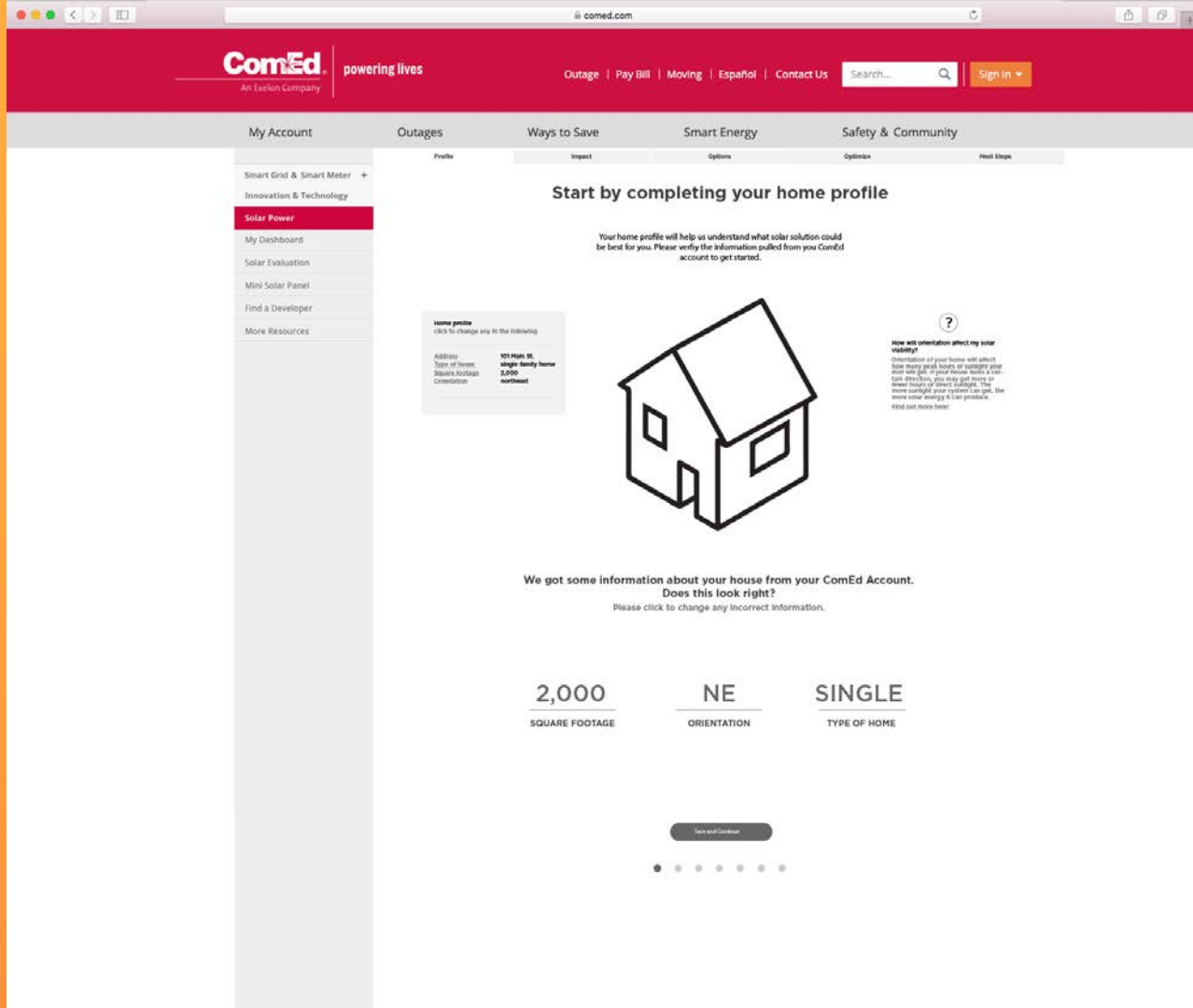
Sun
Screen



Sun Screen Prototype



Sun
Screen



Sun Screen Prototype



Sun
Screen

The screenshot shows the ComEd website interface. At the top, the navigation bar includes the ComEd logo with the tagline "powering lives" and an Exelon company affiliation. The main navigation menu contains "Outage", "Pay Bill", "Moving", "Español", and "Contact Us". A search bar and a "Sign in" button are also present.

The user is logged in, and the "My Account" section is active. The left sidebar menu includes "Smart Grid & Smart Meter", "Innovation & Technology", "Solar Power" (highlighted), "My Dashboard", "Solar Evaluation", "Mini Solar Panel", "Find a Developer", and "More Resources".

The main content area is titled "Additional questions about your home profile". Below this, a sub-header reads: "These questions will help us better understand what solar system could work best for you."

The profile information is displayed as follows:

Home profile	
click to change any in the following	
Address	501 Main St.
Type of home	single family home
Square Footage	2,000
Orientation	northwest
Characteristics	
Shade Placement	
Roof Angle	
Roof Age	
Asst. Energy Needs	
Other Structures	

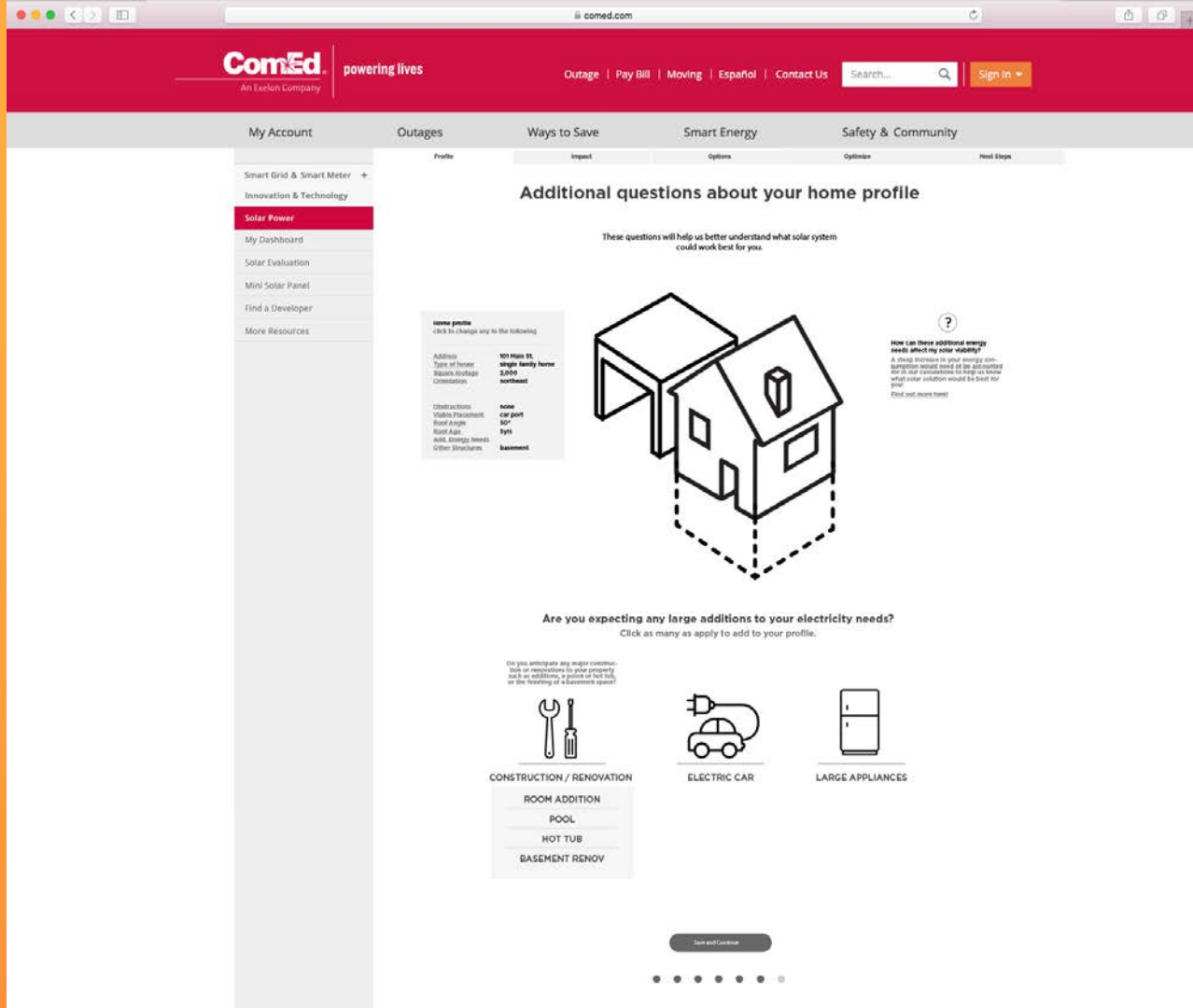
A 3D wireframe illustration of a house is shown, with dashed lines indicating its base. To the right of the house, a question mark icon is followed by the text: "How do these additional structures affect my solar viability? Extra structures unknown to ComEd could affect how much energy your home is using. These items should be included in determining the cost of your solar system. Find out more here!"

Below the house illustration, the text asks: "Do you have any additional elements in your house that we not know about? Click as many as apply to add to your profile." Three icons are provided for selection: "BASEMENT" (a house with a dashed line for the basement), "ATTIC" (a house with a roof structure), and "POOL" (a pool). A "Save and Continue" button is located at the bottom of the selection area. A progress indicator at the very bottom shows a series of dots, with the first dot being filled, indicating the current step in the process.

Sun Screen Prototype



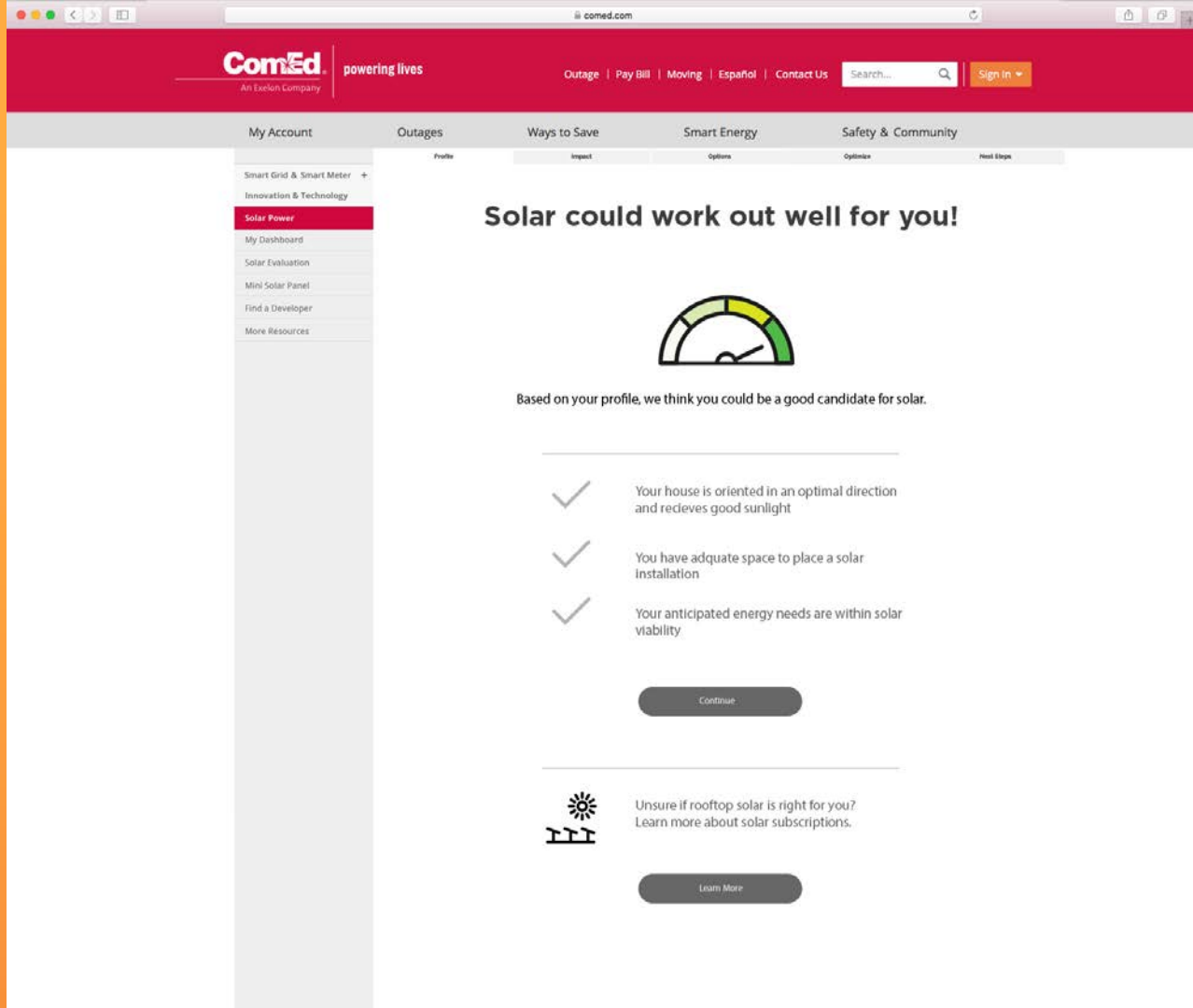
Sun
Screen



Sun Screen Prototype



Sun
Screen



Sun Screen Prototype



Sun
Screen

The screenshot shows a web browser window displaying the ComEd website. The header includes the ComEd logo, the tagline "powering lives", and navigation links for "Outage", "Pay Bill", "Moving", "Español", and "Contact Us". A search bar and a "Sign in" button are also present. The main navigation menu includes "My Account", "Outages", "Ways to Save", "Smart Energy", and "Safety & Community".

The "Smart Energy" section is active, showing a "Solar Power" recommendation. A sidebar on the left lists navigation options: "Smart Grid & Smart Meter", "Innovation & Technology", "Solar Power" (highlighted), "My Dashboard", "Solar Evaluation", "Mini Solar Panel", "Find a Developer", and "More Resources".

The main content area features a house icon with solar panels and the text: "Our recommended system for your home. The size of your system is calculated based on the average amount of energy that you consume based off of your bill." Below this, two key metrics are displayed: "5kW" for System Size and "\$70" for System Produces. Detailed information includes: "System Size: This means your system will produce 5kw of energy every peak hour of sun. Monthly energy production estimated by your system: 375kWh. Your monthly average usage: 400kwh." and "System Produces: At market value, the energy that your solar panels will produce per month will have an average value of \$70."

A summary statement reads: "Based on your average energy consumption, your recommended size can cover 93% of your electrical usage." Below this, three tabs are visible: "1 Year", "5 years", and "20 years".

The bottom section provides environmental impact data for a 1-year period:

- The power that a system of this size could produce in a year could power Wrigley Field for 4 hrs.
- Over one year the amount of carbon offset that you have is 6,687 lbs of CO².
- This amount of CO² saved by using solar power instead of coal power is equivalent to planting 140 trees.

A "Continue" button is located at the bottom right of the page.

Mini Panel Prototype



Mini Panel

Profile | About | Features | Business | Next Steps

Why get the Mini Solar Panel?

Using the Mini Panel will provide clear feedback on how a solar installation could work for you. Understand solar energy and the impact it could have with this tool. Great for the whole family.

If you are a school or business, check out our [business products](#).



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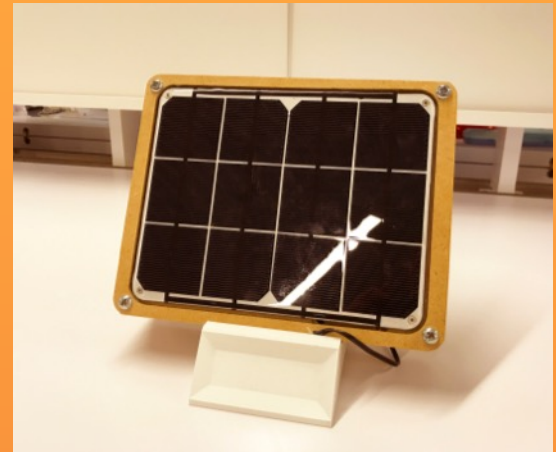
1 Place an Order
Order today and have your mini panel within days, and start to discover what solar can mean for you.
- 

2 Receive and Install
The Mini-Panel is an easy 15 minute install. Its as simple as connecting it to your will any sticking to the roof.
- 

3 Track and Monitor
Using our solar tracker, easily monitor how much energy your panel is producing and an automated solar solution for you.



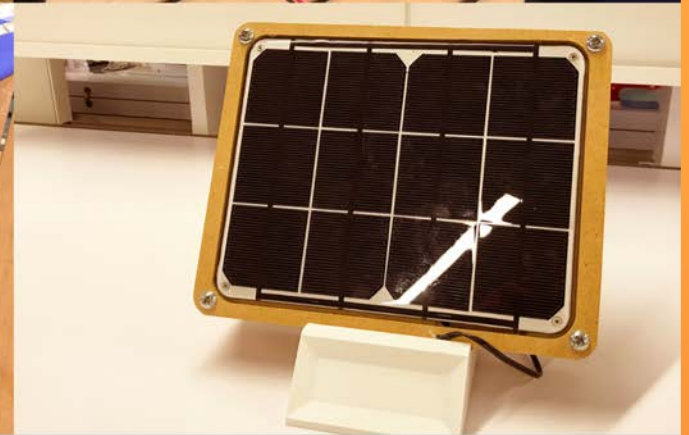
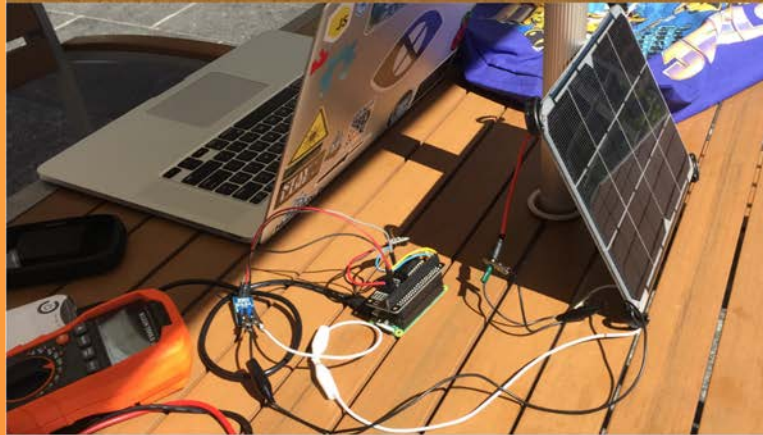
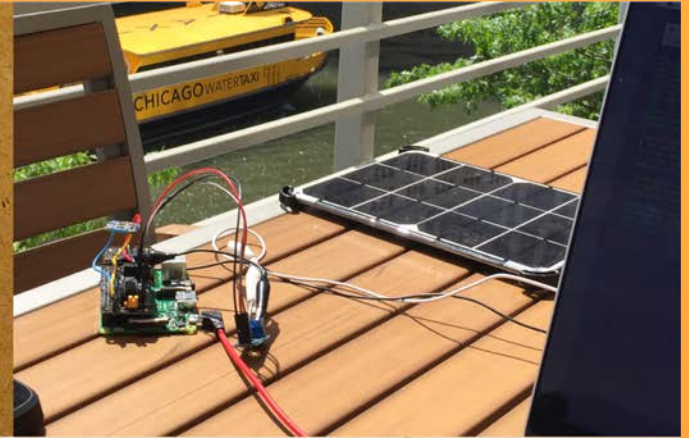
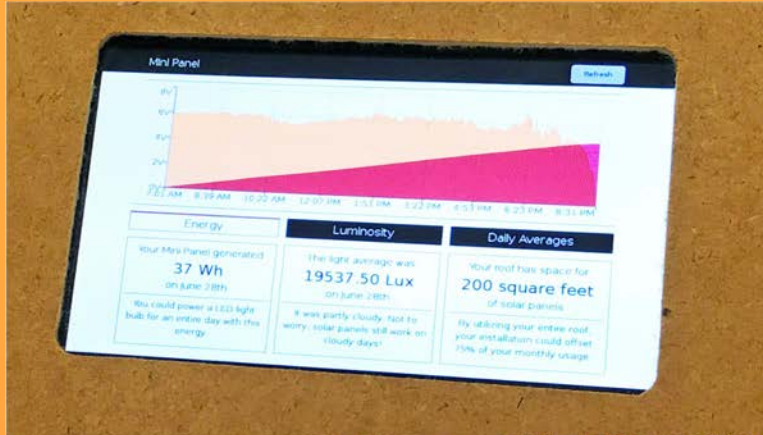
Mini Solar Panel Includes
The mini panel is only slightly larger than a tablet, 4"x6", and slim. It comes with an connection, install packet, and an arm clamp for easy placement options



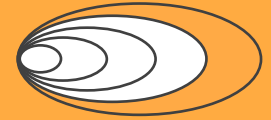
Mini Panel Prototype



Mini Panel



SHOWN HERE: ONE REPRESENTATIVE EXAMPLE



END-TO-END CX

Service blueprints depicting the ideal end-to-end experiences for customers and developers

RESIDENTIAL ROOFTOP SOLAR

Customer
 I am curious about solar and want to know how it could work for me.

Solar Developer
 I need a developer that best fits my needs.

ComEd
 I want to make sure my solar system is installed and set up correctly.

Support Processes & Systems
 I want to get the most from being a solar system owner.

Solar Initiatives
 I want to maximize the value of my solar system through a smart energy lifestyle.

Customer
 I know solar adds to my property value and can successfully transfer it to the next owner.

DISCOVER & LEARN

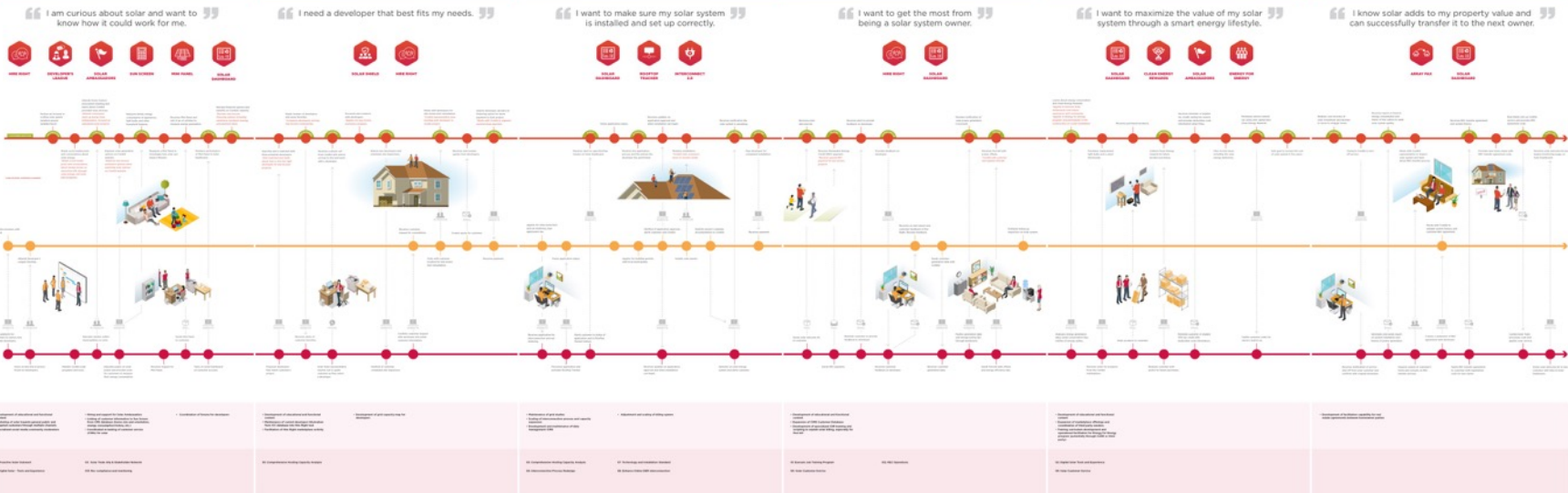
ACQUIRE & FINANCE

INSTALL & OPTIMIZE

OPERATE & STABILIZE

MANAGE & MAINTAIN

LEAVE & TRANSFER



FUTURE STATE CONCEPTUAL BLUEPRINT
RESIDENTIAL ROOFTOP SOLAR

ComEd FJORD

This blueprint represents a future vision of the end-to-end experience of the ComEd residential customer who is learning, acquiring, and using solar power.

Told from the perspective of the customer and with specific consideration for the experience of the solar developer, FJORD depicts a holistic view of the future solar experience, highlighting the key digital, physical, and human interactions that are essential to ComEd becoming an industry leader in solar energy access.



Customer

A ComEd residential energy customer who wants a home that is physically suitable for a solar panel array.

"This home represents a future residential customer who wants a home that is physically suitable for a solar panel array."



Solar Developer

A third-party solar energy service provider that designs, permits, installs, and maintains solar panel systems.



ComEd

The ComEd organization, as it delivers energy services to its customers safely and efficiently.

Support Processes & Systems

Solar Initiatives

DISCOVER & LEARN

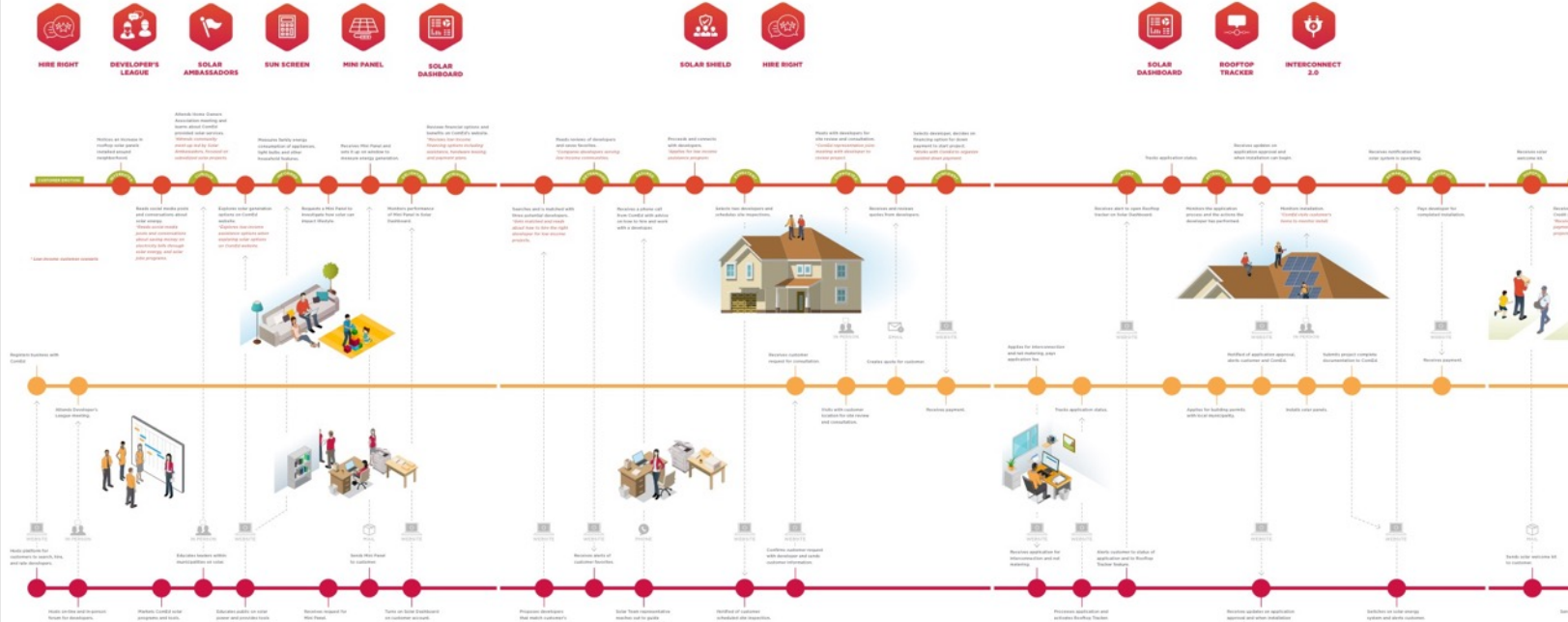
“ I am curious about solar and want to know how it could work for me. ”

ACQUIRE & FINANCE

“ I need a developer that best fits my needs. ”

INSTALL & OPTIMIZE

“ I want to make sure my solar system is installed and set up correctly. ”



- Development of educational and functional content
- Marketing of solar benefits through public and targeted customer through multiple channels
- Specialized social media community moderation
- Hiring and support for Solar Ambassadors
- Leading of customer education to Sun Screen from CRM Database (home size and orientation, energy consumption history, etc.)
- Customized or leading of customer service (CRM) for solar
- Coordination of permits for developers
- Development of educational and functional content
- Leading of customer education to Sun Screen from CRM Database (home size and orientation, energy consumption history, etc.)
- Facilitation of the right marketplace entry
- Development of grid capacity map for developers
- Maintenance of grid studies
- Leading of interconnection process and capacity management
- Development and maintenance of data management CRM
- Adjustment and scaling of billing system
- Development of education content
- Expansion of CRM Customer
- Development of application expertise to explain solar that can
- Development of solar training program
- Solar Customer Services

- 01. Proactive Solar Outreach
- 02. Digital Solar Tools and Experience
- 03. Solar Trade City & Stakeholder Network
- 03. New compliance and monitoring
- 05. Comprehensive Modeling Capacity Analysis
- 05. Comprehensive Modeling Capacity Analysis
- 06. Interconnection Process Redesign
- 07. Technology and Installation Standards
- 08. Enhance Online DER Interconnection
- 09. Solar Training Program
- 09. Solar Customer Services

SHOWN HERE: ONE REPRESENTATIVE EXAMPLE



SERVICE SCENARIOS

Storyboards bringing to life meaningful moments
within the end-to-end experience

MANAGING SOLAR INSTALLATIONS



Peter is excited to have a solar panel array installed on his home. He wants to save money on energy costs, and he loves new technologies. After meeting with a few developers, he has decided on one company, Sun Beam Inc., and signed the contract to begin.



Back at the Sun Beam Inc. office, solar specialist John uses the Interconnection 2.0 portal to begin the grid interconnection process. Interconnection 2.0 automatically fills Peter's ComEd account information and displays a grid map with relevant information for John to complete the application process.

**Customer's account is reviewed and project is flagged for in-person review if customer is on low-income billing.*



The next day, Peter is on his way to a work meeting when he receives a text message from ComEd telling him his application filed by Sun Beam Inc. has been accepted, and that his solar installation will start the next day. In the text message is a link to the Rooftop Tracker tool.

MANAGING SOLAR INSTALLATIONS



Peter is often on the go for work so he uses the Rooftop Tracker tool to stay informed and directly connected to his solar installation. He can ask questions to Sun Beam Inc. or ComEd, submit forms, and track progress.



As Sun Beam Inc. completes the solar panel installation, the progress is tracked in the Rooftop Tracker tool. Upon completion, a record is kept in the Solar Dashboard attached to Peter's account. If Peter needs to upgrade or change his system — or even if he sells his home — he has a record of his solar project.

INTO THE FUTURE...

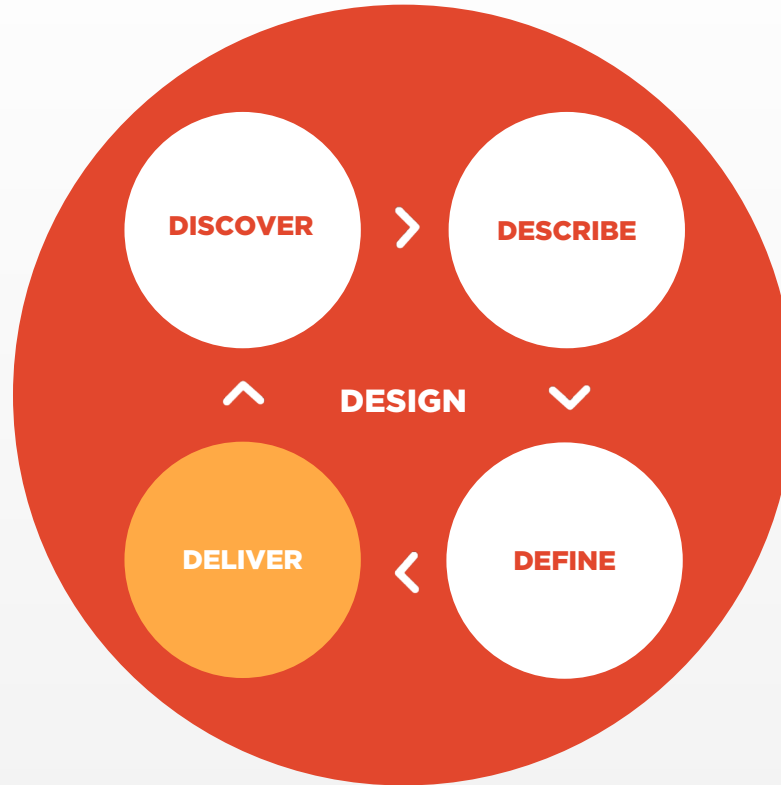
FJORD DESIGN PROCESS

DISCOVER:

Frame the problem by looking deeply into an end user's overall context through research, bench-marking and stakeholder collaboration.

DELIVER:

Iterate and continue to refine the product to deliver fully developed services to market.



DESCRIBE:

Synthesize insights from Discover into high level concepts, envision differentiating ideas and technical possibilities, and define success indicators.

DEFINE:

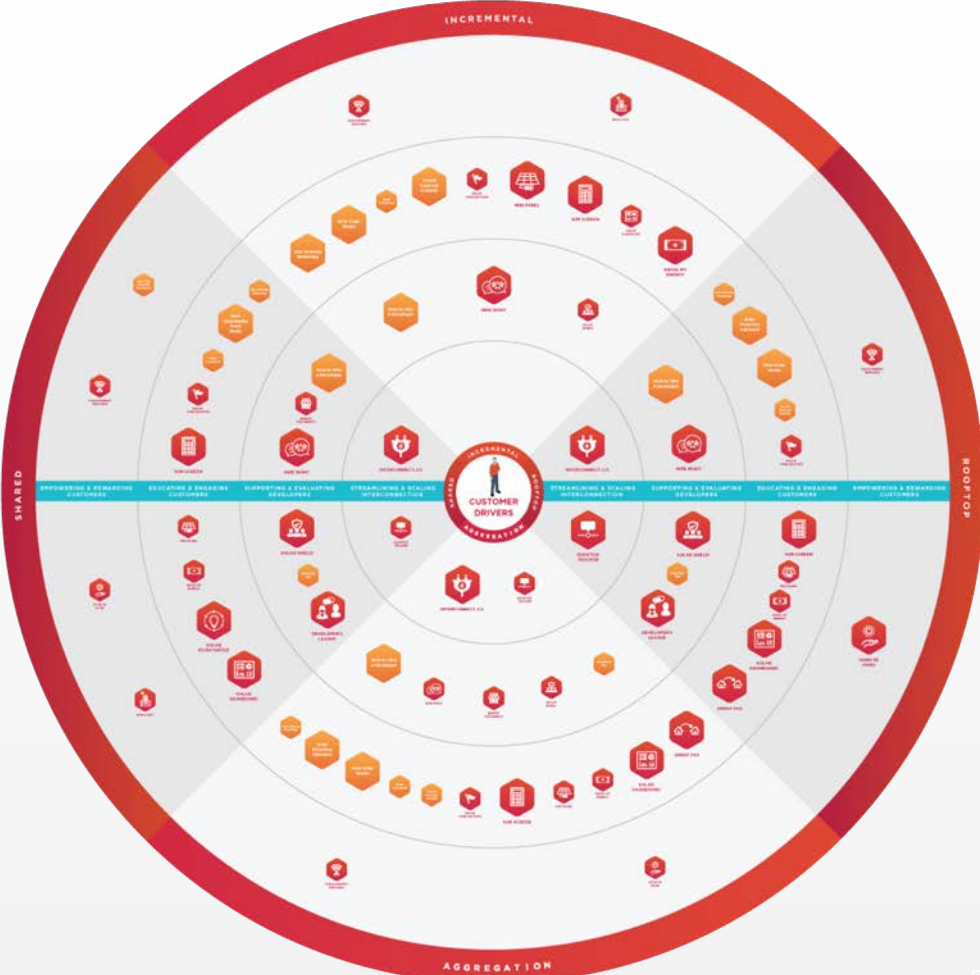
Bring concepts to life through prioritized designs, test and refine prototypes across the product or service system.



Shift from slow and exact, to fast and approximate

MARKET OFFERINGS

The single snapshot of all concepts and how they bring to life four deployment models



CONCEPT PRIORITIZATION



THANK YOU

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