

In today's competitive world the quality of the **user experience** offered to customers is increasingly a key differentiator in the marketplace. **People are complicated**, and yet business propositions are built upon stereotypes of ordinary people and their everyday lives and ambitions. A limited understanding of the complexity of experience that customers have when interacting with existing products or services can lead to **market failure or poor growth**.

On the **LEEDR (Low Effort Energy Demand Reduction) project**, we – a multidisciplinary team of designers, engineers, and social scientists at Loughborough University, UK - explored **energy demand reduction** opportunities in **family homes** and, in the process, gained a deep understanding of how **energy use, everyday activities** and **digital technologies** become entangled in the **making and experience of home**. **HOTHOUSE** expanded this research to include **hot water use** in the home.

From this research we developed a series of **Home Life Insight Cards**, created with the aim of helping businesses to **drive development through insight** into the intricacy of **everyday life**.

These cards lend themselves to a variety of activities and contexts: as **discussion** tools; as **catalysts** for future innovation; to **test** ideas and assumptions; or to help **identify** new research directions.

*Mitchell, Val; Wilson, Garrath;
Leder Mackley, Kerstin; Pink, Sarah;
Buswell, Richard; Bhamra, Tracy. (2017)
Home Life Insight Cards.*

Download for free here:
tinyurl.com/homelifeinsightcards



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HOME LIFE INSIGHT CARDS