Graduation project 1: Help installation companies plan and execute sustainable installations more efficiently

Since our founding in 2015, we've been building a national network of installation companies to carry out the energy saving measures we advise our customers. We currently have partnerships with 25+ partner companies. Our installation partners play a crucial role in our customer journey as an end-to-end service provider, as they actually deliver on our promise to the customer. However, there is a bottleneck in this 'handover' between us and the installation company, as there is limited installation capacity and there are many different systems and approaches to plan and execute jobs being used among them.

As of 2021, we have attained the volume and reputation required to start innovating and redesigning that crucial part of the customer journey. We are working together with our installation partners to design and build a software toolkit (an online portal or app, so to speak) to help simplify and unify the process of planning and executing installation jobs. This will allow our partners to work more efficiently and help us scale up our operations, so we can help make the world a greener place more quickly.

- Best suited for *Design for Interaction* students, as it will have a focus on doing user research and designing a user journey that has both online and offline components.
- You will have support from our UX Designer (a DfI-alumnus) and the development team that is able to rapidly prototype your wild ideas to test with the users.
- Your research and design can directly add value for our team working on the implementation.
- If you do a great job, you will probably be asked to join our team!

Graduation project 2: Designing an onboarding process for municipalities and other stakeholders to kickstart neighborhood energy renovation projects

One of our biggest challenges to date is our advance into a neighborhood approach through municipalities. In 2019, we came in first place for a challenge initiated by the Ministry of the Interior and Kingdom Relations (BZK), and we have since been developing a new platform.

Neighborhood-central energy renovation projects ('wijkaanpak') generally have a lot of different stakeholders and currently run into a lot of problems surrounding creating consensus between these stakeholders' goals and timelines. Our new platform is focused on activating residents to participate (with tailored communication) and creating consensus among stakeholders (e.g. with a forum).

We would like your help to design a scalable onboarding process for this new platform, so that new projects can be kickstarted more easily and everyone participating knows what is expected of them. Together we'll be able to make entire neighbourhoods more sustainable!

- Best suited for *Design for Interaction* students, as it will have a focus on doing user research and designing a user journey that has both online and offline components.
- You will have support from our UX Designer (a DfI-alumnus) and the development team that is able to rapidly prototype your wild ideas to test with the users.
- Your research and design can directly add value for our team working on the implementation.
- If you do a great job, you will probably be asked to join our team!

Graduation project 3: Designing an implementation and activation strategy for a new online forum for residents and other stakeholders in neighborhood energy renovation projects

For our new sister-platform, aimed at helping municipalities and neighbourhoods with energy renovation projects ('de wijkaanpak, [aardgasvrije wijken](#)'), we are developing an online forum where all stakeholders involved in such a project can communicate directly and efficiently.

For this forum to reach its full potential of increased collaboration and understanding, we will need residents, municipalities and other stakeholders (e.g. energy advisers and financial advisers) to actively participate. We are asking you to help us create an effective implementation and activation strategy and/or forum layout that benefits all users.

- Best suited for *Design for Interaction* students, as it will have a focus on doing user research and designing a user journey that has both online and offline components.
- You will have support from our UX Designer (a Dfl-alumnus) and the development team that is able to rapidly prototype your wild ideas to test with the users.
- Your research and design can directly add value for our team working on the implementation.
- If you do a great job, you will probably be asked to join our team!

Graduation project 4: Designing a business model for De Energiebespaarders to act as a financial intermediary for our customers to finance energy renovations

For this graduation project you are asked to design a new financial product. You will work closely together with top-management and get introduced to different stakeholders in the financial sector to interview them. The customer is the residential homeowner (B2C) and a small real estate owner (B2B). You will need to derive the pains, gains and customer jobs of a residential homeowner when financing energy renovations. When this is mapped out, you will be able to derive the value proposition. After designing and testing different alternatives with a group of homeowners we would like to scale your research and experiment in one of our customer journeys.

Part of your research is not only the customer side but also digging into the way the financial product should be funded by capital providers. You will probably learn a lot about the functioning of the financial sector and you and top-management will deliver a technical roadmap for connecting and working together with financial institutions to build this new financial product and launch the product.

It would be great if you could even take the last step with us and think about the right 'market entry strategy' to launch the new product. Since by then you'll know our customers by heart, the cherry on the pie would be to complete the circle and deliver a tactical plan to the business department that will develop and launch the product in 2022.

- Best suited for *Strategic Product Design* students, as it will focus on doing market research and analyzing business opportunities that benefit all parties involved.
- You will have access to our company's network and experience in the financial market – we have many partnerships with financial institutions such as Triodos Bank and Florius.
- Your research and design can directly add value for our team working on the implementation.
- If you do a great job, you will probably be asked to join our team!