

Data Jam Overview

Welcome to the Data Jam! Through this workshop you'll develop innovative algorithm and application ideas, with the goal of achieving deep and widespread energy savings.

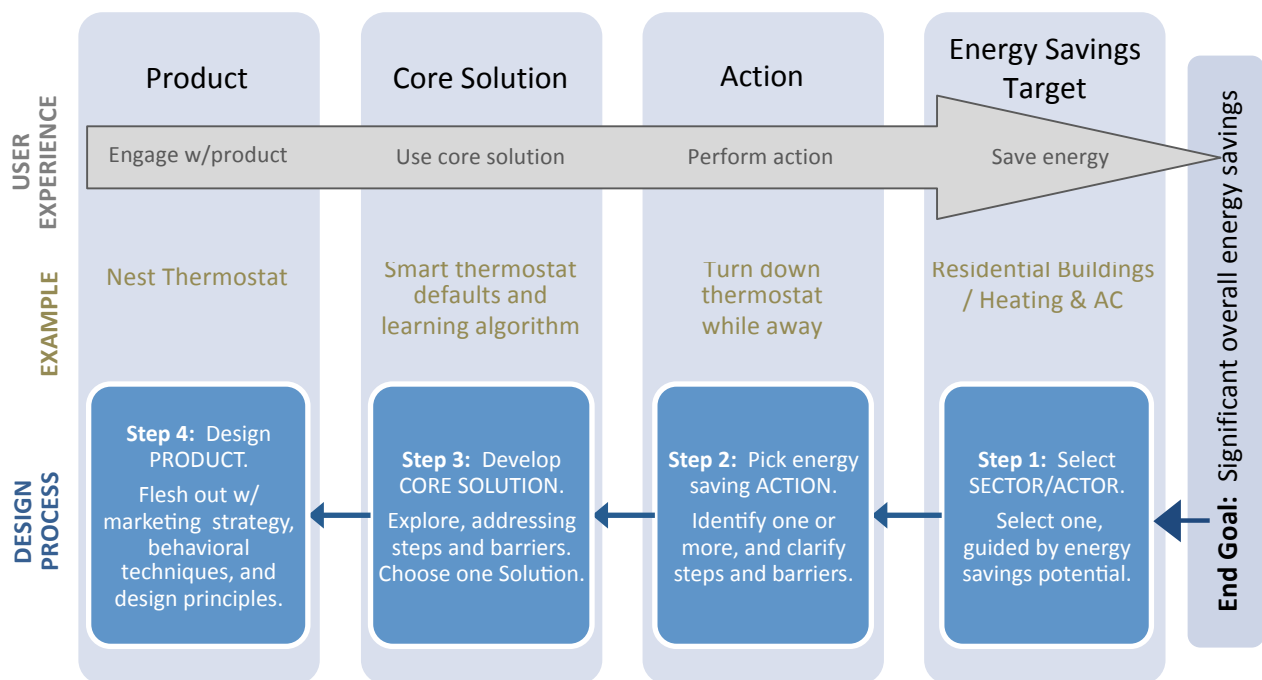
The process formulated for this experimental workshop was designed to multiply, accelerate, and increase the effectiveness of energy-saving applications:

- We start with the Data Jam + Hackathon concept (workshops where ideas and apps are born), build in market analysis and product design workflow, and add out-of-the-box design thinking methods.
- To expand the idea space, we provide expert-compiled cheat sheets listing everything from available data sets, to behavior design principles, to example energy apps to serve as inspiration.

The process and supporting resources we'll use

Our goal is to develop an effective algorithm or application. To be effective, the user experience should result in 1) many users becoming engaged with the application, and 2) using its targeted core functionality to save substantial energy. The design process supporting the development of such an application is illustrated here in reverse order to emphasize the fact that the end goal for our user is the primary constraint in our design. Thus, we start with identifying where to achieve the biggest energy savings; next identify a specific opportunity and core solution; and finally flesh out a compelling overall product design – which is what the user would see first.

“Working Backwards” Design Process



During the Data Jam, we'll use the Cheat Sheet and associated tools.