

		STEP 1 (8 mins)	STEP 2 (15 mins)	STEP 3 (20 mins)		STEP 4 (15 mins)	
		Target	Action	Core Solution	Data Sets	Behavioral Techniques	Design Principles
INSTRUCTIONS		<ul style="list-style-type: none"> ➤ Select an energy sector/end-use from the Targets Guide. ➤ Identify your audience. Refine in Step 2. 	<ul style="list-style-type: none"> ➤ Identify the energy saving action(s) your application will address. Use the Cheat Sheet, or identify your own. ➤ What steps will the user perform to complete the action? ➤ What barriers do they have? 	<p>Describe your application's core concept that will help the user complete the energy saving action(s).</p> <p>Use the Cheat Sheet, or identify your own, then add more detail.</p>	<p>Identify any data sets needed for your solution.</p> <p>Where might you get this data?</p>	<p>Apply behavioral techniques to flesh out the application design and improve its effectiveness.</p> <p>Use the Behavioral Techniques Guide.</p>	<p>Incorporate design principles ...  improve your interface.</p>
	WORKSHEET (SAMPLE ANSWERS)	<p>Sector/end-use: Residential Buildings/ Refrigeration (or other large appliances)</p> <p>Audience: People currently shopping for appliances</p>	<p>Action: Select an efficient refrigerator to buy</p> <p>Steps:</p> <ul style="list-style-type: none"> - Identify new efficient fridges w/desired attributes - Select one - Purchase <p>Barriers:</p> <ul style="list-style-type: none"> - Time, effort, info to find an efficient fridge with the desired attributes - First cost bias (decision based on up-front cost without considering long-term energy cost savings) 	<p>Core concept: Appliance Calculator that easily allows one to buy an energy efficient fridge via:</p> <ol style="list-style-type: none"> 1. Select desired attributes, 2. View all matching fridges, 3. Sort based on efficiency, and project efficiency cost savings, 4. Click to that fridge at an online retailer, and purchase. 	<p>Data:</p> <ul style="list-style-type: none"> - API of all fridges on the market and attributes, w/cost and energy use - Electricity cost by utility/region 	<p>Behavioral techniques:</p> <ul style="list-style-type: none"> - Defaults: Preset attribute drop-downs and sort order - Address first cost bias 	<p>Design principles:</p> <ul style="list-style-type: none"> - Occam's razor - Consistency - Alignment - Color
PITCH	<p>How would you describe your more detailed product pitch in 2 minutes or less?</p> <p>This side of the worksheet shows an example. Turn the page over and fill in the blank worksheet.</p>						

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	WORKSHEET	<p>Sector/End-Use:</p> <p>Audience:</p>	<p>Action:</p> <p>Steps:</p> <p>Barriers:</p>	<p>Core concept:</p>	<p>Data:</p>	<p>Behavioral techniques:</p>	<p>Design principles:</p>
FINAL PITCH	<p>How would you describe your more detailed product pitch in 2 minutes or less?</p>					<p>Congratulations, you've successfully completed the Data Jam! Next, check out:</p> <ul style="list-style-type: none"> • Clean Tech Open • American Energy Data Challenge • Accelerator at VERGE SF • The CleanWeb Initiative • Startup Weekend • Y Combinator 	

