

Identity:

What is this person's story? What do you imagine motivates him/her? What are some of his/her incentives?
What kind of information about energy is important to this person?

What are some actions this person could take/values they could realize with retail electricity markets – what are some concrete value propositions of markets for this person?

What are some examples of product or service innovation you can imagine retail markets enabling that would be value-enhancing for this person?

From here to there: What changes to markets and regulation would enable consumers to realize these values?

What are the 3 most important features retail electricity markets need to have to enable this person to realize these values, from most to least important?

- 1.
- 2.
- 3.

What we need to learn: What types of information and analysis would be required to reflect these ideas in a roadmap for market design?