



INNO TECH®

Power to the People: How Cleanwatts Democratizes Energy with User-Focused Design

InnoTech and Clariter Transform Kiome with crowd testing and design thinking

Through Design Thinking and UX experts, InnoTech and Clariter created and actively engaged with a panel of 120 real users to improve the Kiome application. The result is a more intuitive and richer interface that provides an enhanced experience for managing home energy rapidly and efficiently in a Renewable Energy Community environment.

The Challenge

Imagine a future where individuals actively participate in the energy revolution, seamlessly managing their power consumption and contributing to sustainable communities. This is the vision driving Cleanwatts, a company pioneering energy community management. However, achieving this vision hinges on one crucial element: **making the technology accessible and intuitive to everyone.**

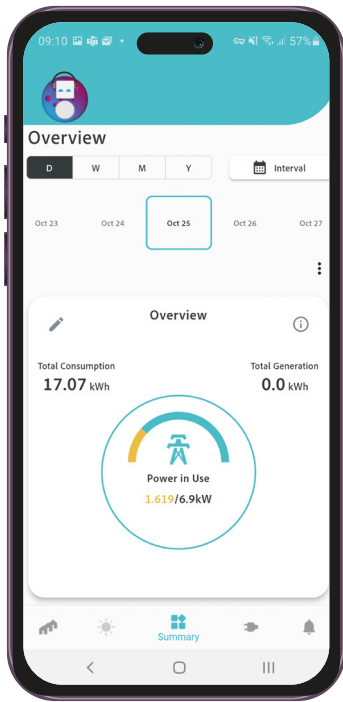
Cleanwatts wanted to make their app, Kiome, more than just functional. They partnered with InnoTech/Clariter to redesign the interface, making advanced energy management simple and intuitive for everyday users.

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Our initial app UX design was done internally, but we believe that direct user involvement is essential for a solution that truly meets their needs. The InnoTech/Clariter methodology provides the ideal framework for us; their expertise in design thinking has empowered us to refine Kiome's user experience, and create an engaging product people love to use.

Carlos Patrão
Head of Product Management at Cleanwatts

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By cooperating with InnoTech/Clariter, Cleanwatts had access to a diverse panel of 120 real users as essential participants. Through workshops, feedback sessions, and iterative testing, their voices drove every design decision. This process involved a cross-functional team of approximately 10 professionals from InnoTech/Clariter. The team worked closely with the panel to understand common issues and needs, gathering direct feedback on the Kiome app's current design. Based on this rich input, expert UX designers and specialists facilitated workshop sessions to explore ideas and embed those improvements into the new prototype.

The Solution

Leveraging a user-centric approach, the Kiome update embarked on a transformative journey with the formation of a diverse group encompassing a wide range of user personas. This was instrumental from the outset, providing foundational insights that guided the iterative design process.

The collaboration kicked off with in-depth discussions between consortium experts and the user panel to pinpoint common challenges and needs within the current Kiome experience. This exchange of

ideas fueled a series of four workshops, where UX teams and participants co-created solutions, integrating feedback directly into the design prototypes.

Utilizing Figma, the teams developed comprehensive prototypes for both iOS and Android, rigorously tested through user interactions to gather key performance indicators and satisfaction metrics. This iterative cycle of feedback and refinement led to significant enhancements, including a more intuitive interface, real-time energy visualization, personalized insights, and engaging gamified elements—all rooted in direct user contributions.

The Results

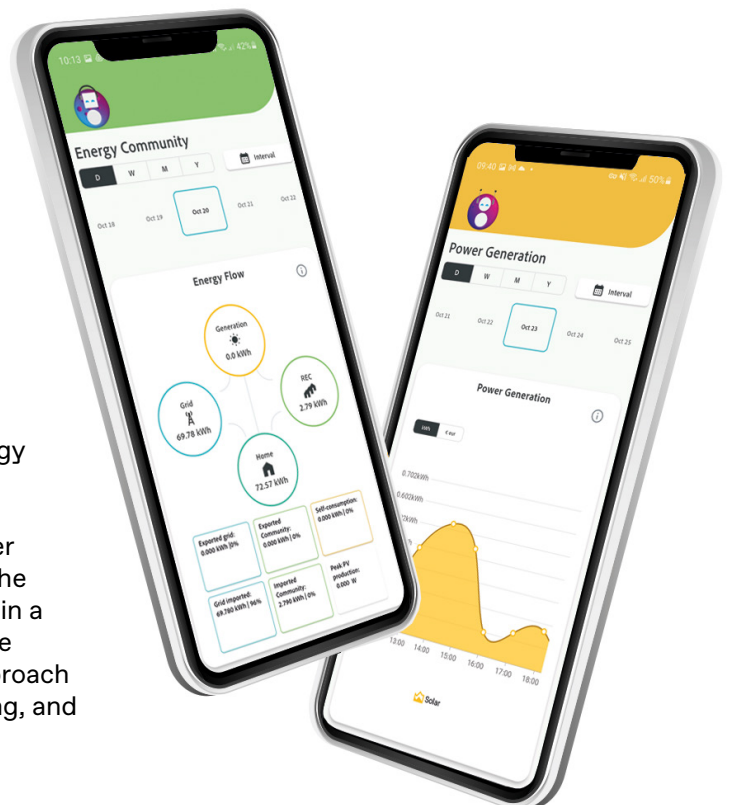
A greater understanding of energy consumption and an increased sense of community engagement all speak to the impact of this approach. This success validates the team's commitment to user-centricity. The results prove that solving user challenges should be the foundation of developing truly innovative technology.

Users aren't just managing their energy use, they're optimizing their home storage, intelligently coordinating EV charging, and actively shaping flows within their energy community. Cleanwatts demonstrates that complex tools can be intuitive tools, leading to wider energy democratization.

Cleanwatts' journey shows us the power of prioritizing user experience in the energy transition. By placing people at the heart of design, we give them tools to actively participate in a sustainable future. Through iterative testing, features once intimidating become everyday resources. Cleanwatts' approach ensures energy management becomes seamless, engaging, and truly impactful.

“ The most significant improvement introduced was the creation of a new interface concept. This new design takes into account both objective and subjective user needs, significantly enhancing the application's ease of use and intuitiveness. Given the application's complexity and the substantial amount of information it presents, this improvement was a fundamental step to ensure user comfort.

Carlos Patrão
Product Management
at Cleanwatts





We are entirely satisfied with the work completed by Innotech/Clariter. The consortium has responded to the challenge with a notable level of quality, all delivered within the agreed-upon timelines. The involvement of numerous real users has provided us with a wealth of valuable suggestions to enhance the user experience of our application. The outcome of the team's work has motivated us to entrust Innotech/Clariter with the development of the first version of the new application.

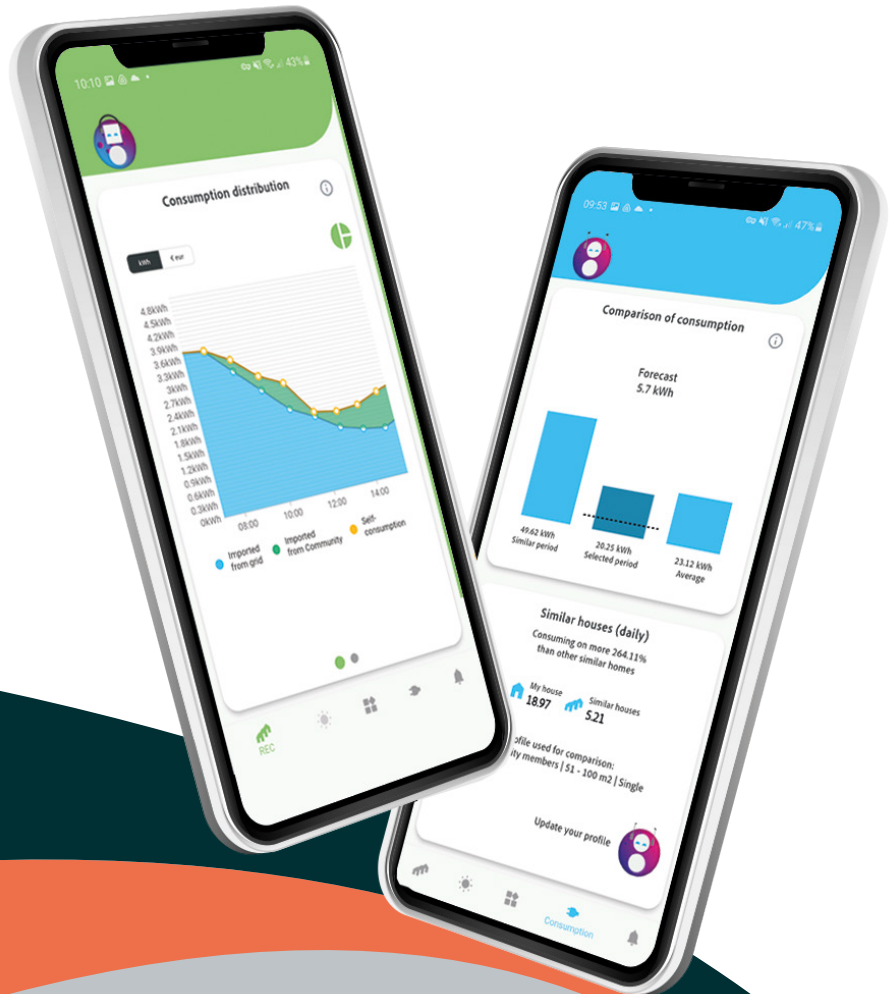
Carlos Patrão
Head of Product Management at Cleanwatts



Key Numbers

10
professionals from
InnoTech/Clariter were
actively involved.

120
real users were
selected to participate
in the panel.



About InnoTech

InnoTech is a Portuguese technology company founded in April 2020, currently consisting of a team of 160 innovation enthusiasts. Its business model ensures agility and flexibility in adapting to the current and future needs of clients, regardless of their size or sector, with various delivery models, including time and materials, high-performance squads, and turnkey projects. InnoTech also offers NearShore, CyberTech, and CrowdTesting services, with strategic partnerships with relevant players in the market.

Know more at www.innotech.pt

About Clariter

Founded in 2010 and based in Italy, UK, Portugal and Spain, Clariter's goal is to guide clients in today's tumultuous competitive environment by improving their digital services and systems through a unique combination of traditional In-lab skills and competences, used alongside with a crowd sourced community, providing insights on users experience and satisfaction levels, all managed by a dedicated and accountable team of more than 100 professionals.

Know more at www.claritergroup.com

About Cleanwatts

By combining its expertise, proprietary technology and financial capital, Cleanwatts builds and manages Renewable Energy Communities that unshackle sustainable economic value where it matters most. Its team of experts tailor every project to the needs of each community. In this way, Cleanwatts can ensure lower bills, greater energy security, and a cleaner planet for everyone. Cleanwatts serves the energy and optimization needs of over 2000 active clients across Europe, the US and Asia.

Know more at www.cleanwatts.energy