

Info-package 3

Virtual games on energy savings



ICTs

Introduction

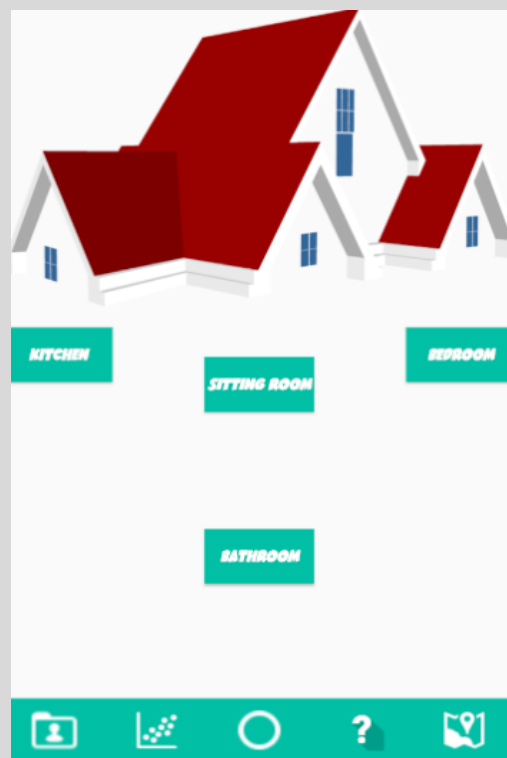
“Serious games for energy saving” is a product owned and developed by INFOHUB Ltd., a research-led SME company headquartered in the city of Nottingham, United Kingdom.

The company draws on over twenty years of experience with real-time monitoring and control systems and it has an established track record of successful implementation of information systems developed around the latest communication technologies.

We invested our experience in the development of a product called “Serious games for energy saving”, which coupled with our expertise in human-centred applications (such as decision support, data mining and information services acquired in the traffic, transport and environmental sectors) assure an enhanced user experience and allow users (game players) to share and compare their energy use.

We are interested in potential markets for all systems where measurement of the energy consumption can be taken.

Description



Energy Saving Game Illustration Figure

Goals

- Guarantee an above the average user engagement. This goal is to appeal to the competitive side of the participants.
- Share best practices. This goal will ensure that the findings of the leaders of the game can be shared between participants.
- Engage in energy saving process through the use of mobile technologies. Using mobile devices is ubiquitous nowadays and their use will come natural to all participants.
- Appeal to the younger generation to engage in the energy saving process through appealing to their natural use of mobile devices
- Increase awareness in the participants for the use of different energy saving techniques and approaches
- Keep a close eye of the energy spending and the cost of the saving
- Increase information sharing between participants

Progress

It is essential for the participants in the energy saving game in Nottingham to have energy monitoring equipment installed. 28 homes have been included in the scheme with 11 registrations so far actively engaging in the process.



Lessons learnt

L1	Mobile technologies are indispensable part of any project today.
L2	Mobile technologies are an addition to any solution – but not the solution in itself.
L3	User engagement is necessary, only if it appeals to the competitive nature of the mobile application.
L4	The savings from participating in the game are very much arbitrary – it is the increased comfort in most cases the most important outcome from using the game.
L5	Although simple in nature as application concept, the whole path of data is very complex and all ICT technologies are involved in the game itself – data collection through networking technologies, back office database, front end web application and mobile application –.



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