An Establishment's Energy Use for advertising

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Energy use of various establishments remain opaque to its end users.

We started with the question, of what if this was made open as a strategy to advertise and recommend?

In this way the establishments that provide the services can show its customers how their energy use is better than their competitors and that becomes their USP.

To demonstrate this, we have a concept called TEHOMENU and a scenario.

In the scenario we show how TEHOMENU is socially applicable if used by the students to choose cafeterias at the Aalto campus of Otaniemi.

Niyk is a third year engineering student at the department of Computer Science at the Aalto campus in Otaniemi.

It is noon, he decides to have lunch at one of the ten campus cafeterias, and choose a place to eat.

Some of the many ways in which people choose a place to eat are:

What is the food menu?

Which cafe is the nearest?

Which cafe is not crowded?

What if Niyk's choice of a cafeteria could
be influenced by
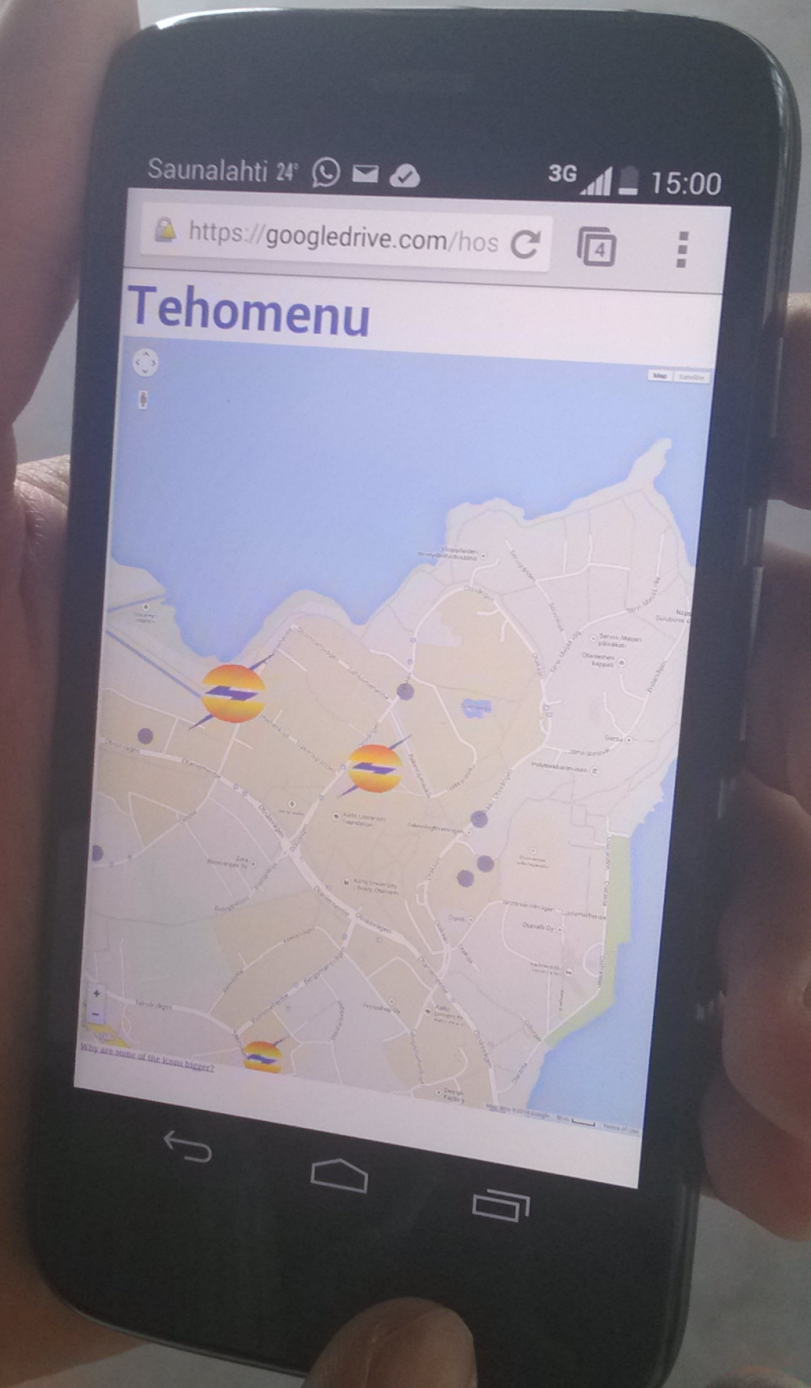
energy use/customer

of the cafeteria?

TEHOMENU

An Establishment's Energy use as advertisement

Niyk uses Tehomenu, a mobile based app, that recommends cafes and shows their menus.

It is based on open energy information provided by the cafes on the campus.

Through its design and algorithm Tehomenu **'recommends'** Niyk the restaurant that has the best energy usage per customer for the day.

Better readability of the menu

Larger icon
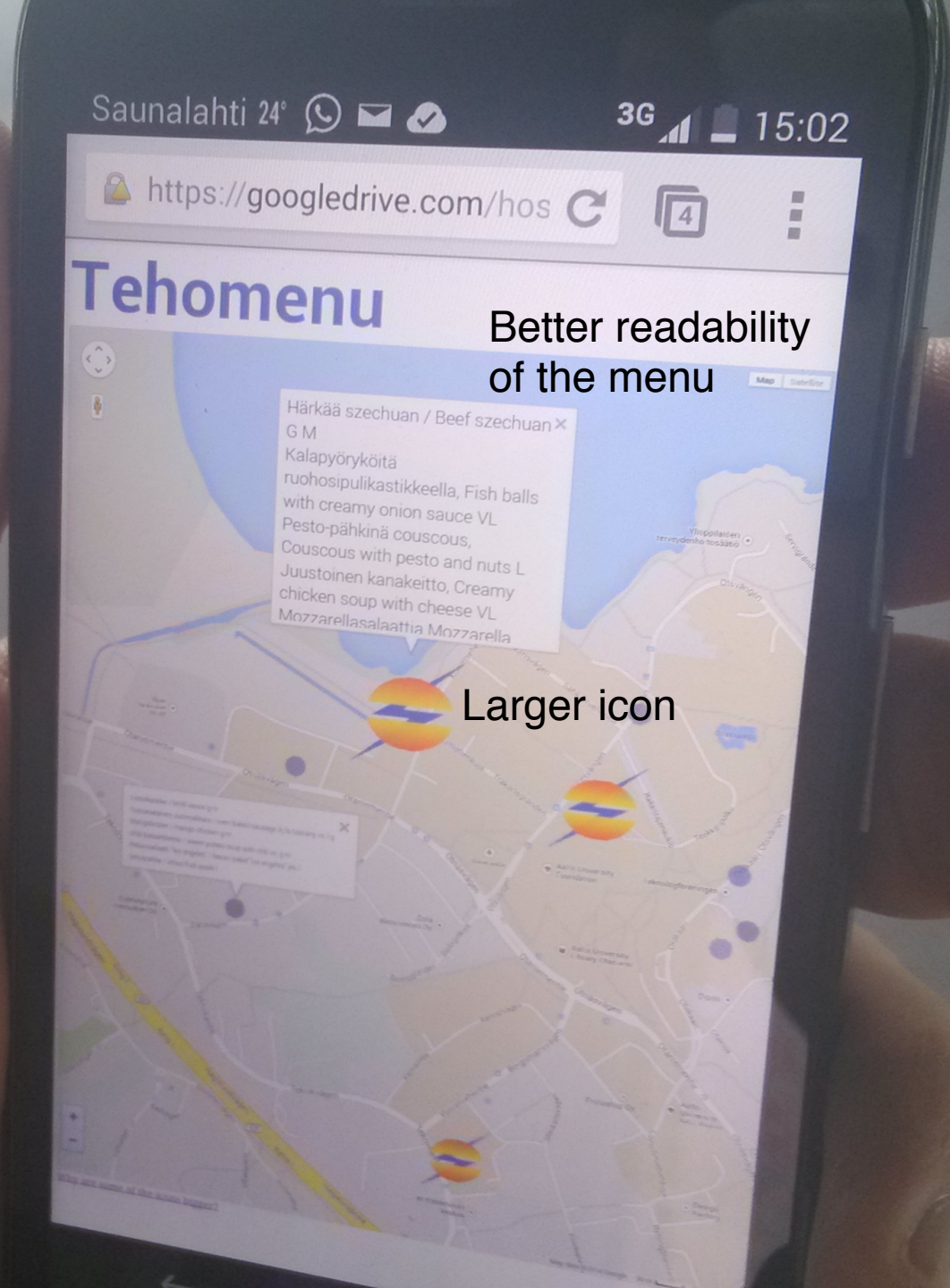
Tehomenu uses approaches
from the commercial
paradigm of advertising and
recommendation,

but subverts it to base on
open energy usage
information, making it a
central issue for
empowering both the
commercial establishment
and the consumer.

There remain possibilities of
scaling this idea to larger
commercial establishments,
like shops and hotels.
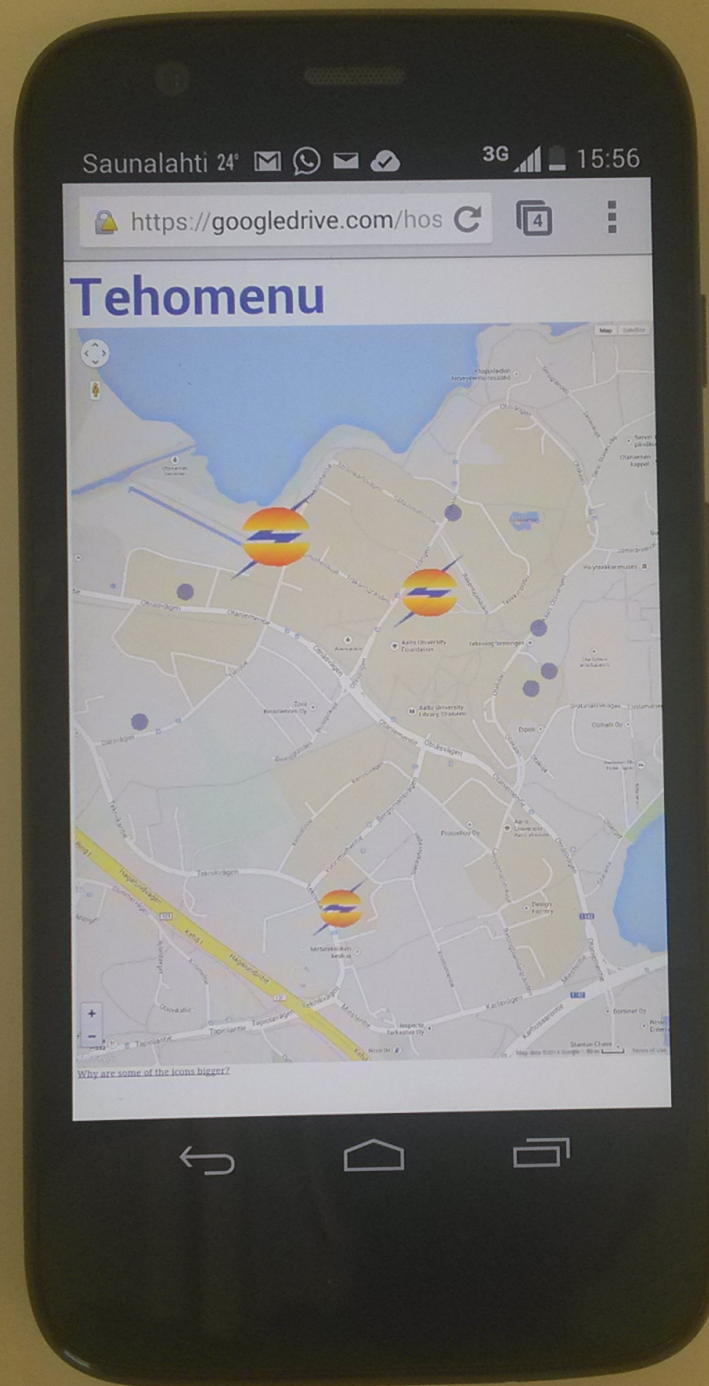
Experience Tehomenu as a demo at:

bit.ly/tm246