This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 723032.

Attractive Acceptable Affordable

deep renovation by a consumers orientated and performance evidence-based approach

Why gamification?

Introduction of the TripleA-reno project

Dr. Simona D'Oca, Arch.

TripleA-reno Project Coordinator

Triple A-reno

Attractive Acceptable Affordable

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Starting date:	2018-05-01
Ending date:	2021-04-30, ongoing project
Total cost:	EUR 2 000 011,75
Coordinated in:	Netherlands
Call for proposal:	H2020- EE-11-2016-2017
Funding scheme:	CSA - Coordination and support action
Topic:	Overcoming market barriers and promoting deep renovation of buildings

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Objective of the TripleA-reno exploitation plan is to develop a **[gamified]** ***platform*** that serves a **service for key stakeholders** involved in the **renovation journey.**

Aim is this **platform-based service [business] model** is to facilitate understanding, communication exchange, decision making, practices among the TripleA-reno ecosystem.

Different types of **platform** can be distinguished.

- Services marketplace (Like Booking.com and hotel tonight)
- Product marketplace (Like Amazon and Ebay)
- Payments platforms (Like Paypal)
- Investment platforms (Like CircleUp)
- Social Networking platforms (Like Facebook and Nextdoor)
- Gaming platforms (like League of Legends, Fortnite and Magic)

These platforms have an impact on the market because of the **strong focus on marketing, attractiveness and lower prices of the service provided**, and because of their **direct connection to manufacturers and brands.**

This is consistent with the vision of TripleA-reno to make deep renovations

attractive, acceptable and affordable.

The TripleA-reno **gamified** platform gets success by:

1. Developing trust between the demand and supply side, attracting potential users;
2. Offering a brokerage service that supports the renovation decision making process, material purchase and professional support selection;
3. Prioritizing affordability of renovation solutions (i.e. including information on access to incentives, tax reduction for deep renovation process);
4. Responding to interest areas, and target users' needs;
5. Developing a one-stop-shop service supporting the **user journey;**

The user journey is the path suppliers and users follow in discovering, using and reviewing the platform.

Focusing on the user journey helps to frame the gamified experience of using the TripleA-reno as a whole, and for the different stakeholders involved.

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Storytelling workshop

Dr. Simona D'Oca, Arch.

TripleA-reno Project Coordinator

In the TripleA-reno Road Show, we are using a **storytelling approach to recollect the customer journey** in deep renovation, under the perspective of the different stakeholders involved the whole process.

This activity will help the project consortia to have a clearer understanding what solutions and services to be exploited trough a **platform-based business model service**.

Directives and practical insights that support the experimentation with user-centred exploitation strategies in will be elaborated as outcome of several workshops

What kind of problems TripleA-reno gamified platform will solve?

Who will use/buy (the results from) the TripleA-reno gamified platform?

Why the TripleA-reno gamified platform will be better than the existing ones?

How the results will be delivered to users/customers in a gamified fashion?

The user-experience story of Tony

TripleA-reno Roadshow Awareness
5th June 2019
Vaulx-en-Velin (France)

Tony is a tenant of an apartment in a five-storey building just outside of the center of Naar, a post-industrial city somewhere in Europe.
He works as taxi driver, often doing night shifts. His wife, Dolores, is a teacher at a nearby kindergarten.
They have a two year-old boy called Mario.

The user-experience story of Tony

They recently received a letter informing them the whole building will undergo a major renovation. Although their rent will be raised, the social housing company promises the end-result will be fantastic and cost-neutral. Just as all the residents, they are invited to a meeting where the project and the planning of the works will be presented in more detail.

The user-experience story of Tony

Tony is worried and tells Dolores he will go to see how much disturbance this will cause and ask about the rent increase. He also wants to know about this TripleA-reno app-thing mentioned at the foot of the letter. “At worse I will enjoy some coffee and cake”, he tells here.
“**Surely Albert will be there as well.**” They know Albert for many years. He recently retired from his job at the municipality and volunteered to coordinate the districts’ tenant association.

The user-experience story of Tony

Albert, the local HERO

Albert is married and has some spare time. Recently the housing association approached him. This will not be an ordinary renovation, the district manager told him. *"It will be a Nearly Zero Energy Building"*, the manager told him with great enthusiasm, as if the building was to become an interstellar spacecraft.
They need improve the level of acceptance. At least 70% of the tenants need to agree. So the social landlord will use a new app.
The manager asks if he agrees to try it out and promote it under the other occupants.

Albert, the local HERO

The challenge

Albert is not convinced yet. He knows many of the residents already expressed their doubts about the need for such an ambitious project. He wants to make sure people are not going to pay more and that the disturbance are kept to a minimum.
The social landlord already increased the rents recently. At the same time, some families complained about the mold, draughts and the cold temperatures in the apartments.

Albert, the local HERO

Onboarding

At home, Albert installs the app on his phone with the personal code he received. The system automatically knows his name and the details about his apartment.
Once he accepts the privacy terms, the app shows a short video.
It is not what he expected. The video is about a game in which a hero needs to go on a quest and solve different challenges related to the different stages of the renovation. At the end of the video a message appear:

“PRESS PLAY IF YOU ARE A TRUE HERO”

HOUSING EUROPE

Albert, the local HERO

The Game

He enters the game. His first surprise is to see that a few neighbors have joined as well. That's a relief. Albert is now presented with a few options: does he want to pick one of the next challenges? Some or single-player and other challenges are only possible to take on with a minimum of five co-tenants, which he can invite. Or does he want to see the profile of the companies and the people who will do the renovation? Does he want to find out how much costs he could be saving potentially after the total renovation?

Albert, the local HERO

The Game

Apparently solving challenges increases the amount of savings and/or the satisfaction (which is indicated with a golden coin and a red heart). He picks one challenge and is very pleased. The speed of the works and the new looks of the building are promising.

He really needs to tell Tony about this at the upcoming meeting

Triple A-reno

MOTTO

ORDINARY WORLD

SPECIAL WORLD

HELPER

HERO

TREASURE

TRIALS: _____

CRISIS: _____

CALL TO ADVENTURE:

_____

MONSTER

RESULT:

_____

Thank you for the attention!

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