

Creating a digital product that redefines energy consumption

Hilo, the new Hydro-Québec subsidiary, has chosen us to plan, design and develop its mobile app. This is a multi-phase project with an ambitious vision: to reinvent Quebecers' relationship to energy. Working together, we've envisioned **a new kind of smart home**, where controlling technology is no longer just for geeks – it's for everyone.

Giving control to the user

As the main point of interaction between the user and the service, the application can be seen as a control tower. With Hilo, users can manage their smart devices, track usage data and schedule automated tasks. Through smart notifications and interfaces, users receive advice on their energy consumption as well as reports on how well they're doing with their Hilo challenges. Hilo's energy consumption reduction challenges are essential to the success of the brand.

To ensure that each customer gets the most out of their smart home, the idea of personal assistance has been the central focus. Every step has been taken to make the app user-friendly and intuitive.

Illustration at the heart of the UI approach

To make Hilo a truly accessible smart home service for everyone, we had to design an app that people could relate to. Taking an illustrative approach was not a trivial choice. Unlike photos, illustrations allow users to identify with and see themselves in each of the visual elements.

Onboarding that promotes understanding

To popularize new technology, you have to know how to guide users. We therefore focused on offering user support at each stage of the journey, with tutorials on all key features of the app that users can easily follow, helping to speed up and simplify the training process.

Data visualization for users

The Hilo app lets users access their energy consumption data. A veritable gold mine. To make it easy to consult and understand this data, efforts were made to make the display interactive. The goal? Popularize the data and put it in context, so that it's quick and easy to assimilate.

Rewards and micro-interactions to generate engagement

Hilo's reward system remunerates users who take part in Hilo challenges. To bring the rewards to life, the Hilo experience includes micro-interactions. This helps give users instant positive feedback and ensures they understand and engage with the app.