
Personas

SE4YH

Bob

Contact Information



- 40 years old
- teacher
- married
- 2 children
- own house
- many appliances
- energy is cheaper in the evenings

Problem

difficult to schedule different activities like wash dishes, clothes

Need

save time & energy

Current Solution

define rules like:

- only use washing machine in the evenings

Alice

Contact Information



- 38 years old
- housewife
- married
- 3 children
- own house
- some appliances
- energy is cheaper in the evenings

Problem

tries to avoid unnecessary energy consumption

Need

save energy

Current Solution

e.g. tries to educate their children to turn off light when they are leaving the room

John

Contact Information



- 55 years old
- office worker
- married
- 1 child (moved out)
- apartment
- some appliances



Problem

forgetful

Need

wants to know the status of his appliances

Current Solution

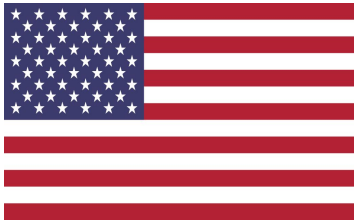
ask neighbors to look after it

Viktor

Contact Information



- 49 years old
- Top Manager
- married
- no children
- own houses
- many appliances



Problem

can't be everywhere

Need

safety

simulate physical presence

Current Solution

ask friends or neighbors to
look after his houses /
apartments