

Alex Cone



There need to be an easy way to manage my home. I need a better overview of my home energy usage.

Demographics

Age: 24

Gender: Male

Marital Status: single

Income: 60.000 €/year

Location: Germany

Defining Traits

1. Technology geek
2. innovative
3. future-oriented

Professional Background

Education

Allgemeine Hochschulreife

Company / Job Title

Self-employed

Work Experience

Alex has a variety of work experience in digital businesses. He is the CEO of a growing company which sells digital products such as online courses and trainings. Most of them are related to digital learning.

Personal Preferences

Interests

Alex is generally interested in technology. We are an addition or start for a smart home environment. Alex wants to have a better overview of his energy usage and save money by saving electricity, water, oil and gas. Alex wants to be part of a future oriented home.

Favorite Brands & Products

Philips Hue Apple, Samsung, Eve, Amazon, Belkin, Bosch, Ikea, LG,

Psychographics

Values

efficiency, work-life balance, work smart not hard,

Goals

Have a better overview of your electricity, water, oil and gas usage, to be more efficient.

Challenges & Frustrations

Poor overview of financial expenses. No idea how to save more money. Would like to do something for the environment

Communication Style

Casual

Professional



General

Technical

