

Customer



There need to be an easy way to manage my home.

Demographics

Age: 20 - 35

Gender: Male / Female

Marital Status: -

Income: 60.000 – 70.000 €/year

Location: Germany

Defining Traits

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

Professional Background

Education

Realschullabschluss – Allgemeine Hochschulreife

Company / Job Title

Self-employed / employee

Work Experience

Our customers can have a variety of work experience. It doesn't matter for our products.

Personal Preferences

Interests

Our customers should be generally interested in technology. We are an addition or start for a smart home environment. Our customers want to save money by saving electricity, water and oil / gas. They want to be a part of 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 and oil / gas usage, to be more efficient.

Challenges & Frustrations

Poor overview of financial expenses.
No idea how to save more money.

Communication Style

Casual

Professional



General

Technical

