* **User**: Homeowners or building managers looking to reduce energy consumption and save money on utility bills.
* **Says**: "I want to know how much energy my appliances are using so I can figure out which ones are the biggest energy hogs and replace them if necessary."
* **Does**: Keeps track of utility bills and monitors energy usage of appliances through the energy analysis system.
* **Feels**: Frustrated with high utility bills, but hopeful that by using the energy analysis system, they can identify ways to reduce energy consumption and save money.
* **Thinks**: "If I can identify which appliances are using the most energy, I can replace them with more energy-efficient models and save money in the long run."
* **Sees**: Smart thermostats and other energy-efficient appliances advertised online and in home improvement stores. News articles about rising energy costs and the importance of reducing energy consumption to combat climate change.