

Step 3 Worksheet

End User Profile for Beachhead Market	
Demographics (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.)	<p>Gender: All</p> <p>Age: 20-65 years</p> <p>Income: Middle to high income, \$20,000+</p> <p>Geography: Urban and suburban areas, primarily in regions with high electricity rates or strong sustainability incentives</p> <p>Job Title: Varied, including professionals, executives, and retirees</p> <p>Education: High School-educated or higher</p> <p>Ethnicity: Diverse</p> <p>Marital Status: Both single and married, with or without children</p> <p>Political Affiliations: Possibly leaning towards environmentally conscious policies but not exclusive</p> <p>Home Ownership: Owns their home, possibly with a mortgage</p>
Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.)	<p>Aspirations: To live in a comfortable, eco-friendly, and technologically savvy home</p> <p>Fears: High utility bills, environmental degradation</p> <p>Motivators: Cost savings, environmental concern, desire for modern and efficient living spaces</p> <p>Hobbies: Home improvement projects, gardening, technology enthusiasts</p> <p>Values: Sustainability, efficiency, innovation</p> <p>Life Priorities: Family, financial security, health, and environmental stewardship</p> <p>Personality Traits: Forward-thinking, responsible, open to new technologies</p>
Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user)	<p>Smart home devices (e.g., Nest thermostat, Philips Hue lights)</p> <p>Hybrid or electric vehicles (e.g., Tesla, Toyota Prius)</p> <p>Renewable energy subscriptions or installations (e.g., solar panels)</p> <p>Energy-efficient appliances (e.g., ENERGY STAR rated products)</p> <p>Electronic Home Tools (Indoor- Dyson V15 Detect cordless vacuum & Outdoor- EGO Power+ electric lawnmower)</p>
Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each)	<p>Online platforms: Social media groups focused on sustainable living, home improvement forums (Intensity: High)</p> <p>Associations: Local environmental or community groups (Intensity: Medium)</p> <p>Locations: Home improvement stores, green living expos (Intensity: Medium)</p> <p>Media: Blogs and podcasts about technology and sustainability (Intensity: High)</p>
Day in the Life (describe a day in the life of the end user and what is going on in her head)	<p>Morning: Wakes up to a comfortably heated home, thanks to Greenify's smart thermostat which adjusted the temperature before the alarm went off. Over breakfast, checks the Greenify app for overnight energy usage and smiles, seeing the savings from yesterday's solar contribution.</p> <p>Commute: On the drive to work, reflects on how Greenify has not only cut down the energy bill but also reduced the household's carbon footprint.</p>

	<p>Plans to explore more Greenify features, like setting up energy usage alerts.</p> <p>Workday: Shares with a colleague how installing Greenify has made managing home energy use almost effortless. They're impressed by how it integrates with existing smart home devices and offers insights into energy-saving opportunities.</p> <p>Evening: Returns home and appreciates the perfect indoor temperature. After dinner, uses the Greenify app to quickly adjust settings for the night, ensuring energy isn't wasted. Before bed, checks the app one last time, proud of the day's energy efficiency and cost savings.</p> <p>Thoughts: Satisfaction with making a positive impact on both the environment and the monthly budget. Curiosity about how to further optimize energy usage. Pride in leading a smart, sustainable lifestyle.</p>
Priorities (what are your end user's priorities and assign a weighting to each so that it adds up to 100)	<ol style="list-style-type: none"> 1. Energy Efficiency and Cost Savings Weighting: 40% 2. Environmental Sustainability: Weighting: 30% 3. Comfort and Convenience Weighting: 20% 4. Technology Adoption and Home Value Weighting: 10%