

WHO are we empathizing with?

- Employees in Home-Office
- Families spending their free time together at home
- People who want to have a good night sleep before going to work

What do they need to DO?

- When and for how long to condition the air based on the humidity, oxygen and carbon dioxide levels and the temperature indoors and outdoors
- They need to decide if they should open the window, turn on or off the heating and air conditioning

What do they SEE?

- There are already smart solutions for this problem on the market, but they are often expensive or overly complex.

What do they HEAR?

- Too much humidity coupled with high temperatures can cause black mold
- The quality of sleep worsens in cold temperatures and bad air quality
- Low oxygen and high carbon dioxide levels can cause health issues
- A bad method of air conditioning can lead to unnecessary high energy consumption indoors

What do they THINK and FEEL?

PAINS

- Bad air quality
- Black Mold
- Bad sleep quality
- Wrong temperature at home

GAINS

- Good sleep
- Not too much humidity indoors
- fresh air
- not too warm or cold indoors

What do they SAY?

- "It's difficult to remember to open the windows, because I have too many other things on my mind."
- "I don't know when I need to ventilate, because I don't know the air quality."
- "I want a better measurement for air quality than only my feelings!"

What do they DO?

- They ventilate the rooms sporadically
- They forget to open or close windows
- When they do open or close the windows, they forget to turn the heating on or off