Persona/Case Study One

The name is Bill. He’s 33 years old and he’s has been a homeowner for 10 years. He has worked the same job for 5 years. Bill works as an information specialist. Bill is happily married with three kids and a small dog. Bill has heard of new technologies to make his house behave more intelligently. Bill is looking for a way to make his house safer for his small kids and also a way to see how much his bills will be before they come in the mail so he can better keep track of his money. Bill has heard of new technology’s that will turn the lights on in a room as soon as someone enters. This will help make sure one of the kids doesn’t trip and fall over something and also making sure no one trips over the dog at night. Bill loves the app that comes with it. The app allows him to turn on and off the lights manually in any room of the house and also tells him how much energy his house is using and also how much his power bill is currently in real time. This information gives Bill peace of mind knowing that he is using energy wisely and saving money in the process.

Persona/Case Study Two

Jenna is a manager for a frozen food warehouse. She is 37 years young with a baby girl on the way. She has been working there since her dad died. She has inherited the family business and is looking for ways to upgrade her new warehouse. Jenna has 135 coolers with 256 light switches and 2345 light bulbs. Jenna would love a way to remotely turn on the lights she needs and leave the lights she doesn’t need off to help save money. Jenna is looking for a better way to make sure the lights are all off at the end of the day than sending someone to every room to check. Jenna has recently heard about this new technology that will light up only the rooms and coolers that are in use using motion. This will help speed up productivity because now workers don’t need to spend time fumbling with the light switches. They can just go to place to place lighting up the different rooms as they go. With the app that came with this new technology, she now has real time display on how much power she is using and how much it will cost her. She even knows what lights are on or off in every place of her warehouse. Now that her warehouse is smarter, she doesn’t even need to be there to open up shop giving her a little bit more time in the morning to get ready.