



Steve MacHomeowner

Age: 54

From: Boston, Massachussets

Occupation: Real estate agent

Overview

Details

- Steve is a somewhat wealthy real estate agent who owns a home in a suburban neighborhood. He also has a family, consisting of a wife, a son, a daughter, and a dog. He falls squarely into the petite bourgeoisie.

Goals

- Occasionally connect with electricians, HVAC workers, and plumbers to fix and maintain his plumbing, air conditioning, and electrical setups.
- Look at reviews for plumbers to ensure he's hiring the right person for the job
- Be able to message electricians, HVAC workers, and plumbers with specifics of his issue to determine the cost of repair.

Behavior and Tech Habits

- Most of the time, Steve isn't interacting with these residential services at all, so the few times he uses the app is when he actively has a problem that needs to be fixed, generally forgetting and resetting his password each time a new problem arises in his home.
- When there's an active plumbing or electrical problem in Steve's house, he intermittently communicates with workers via text and images to convey critical information related to his problem.

Pain Points

- Finds it difficult to compare different plumbers, HVAC workers, and electricians through phone calls with local service companies
- Finds it tedious to get second opinions on his residential plumbing issues to determine whether or not he's being ripped off

Plumbing, electrical, and HVAC skills

- Knows how to operate a breaker box and how to plug in cables
- Knows how to unclog a toilet and how to unclog a clogged shower drain and how to enable and disable his outdoor hose
- Knows how to operate and reset his thermostat and heater