

Julia Rodes



Age

29 years old

Highest Level of Education

Master's degree (e.g. MA, MS,

Industry

Marketing

Organization Size

201-500 employees

Backstory

Julia is a Social Media Marketing Manager at a big marketing company. She is divorced and has a 13-year-old son, Magnus.

Her job is a stable one, and gives Julia a good income each month, she is financially independent. For the past few years, Julia has been seeing the growth of the smart homes industry, this always aroused her attention. One day, she decided to buy a smart home system, to facilitate her life, as well as give her more information about what happens during her work time, specially when her son gets home from school.

Personality

Hard-worker

Humble

Friendly

Stubborn

Scenarios

- Knowing what's happening on her house while at work.
- Keeping track of what content her son can see on the web.
- Ask the coffee machine to make her a coffee in the morning, while she dresses up.
- Check the security cameras whenever she pleases.
- Keep track of any of the smart devices is functioning correctly.