Q Demographic & General Information:

- Age Range: 35–70
- Gender: Mixed, but slightly skewed toward homeowners in couples (both male/female decision makers)
- Location: England focused on Yorkshire, East/West Midlands, Nottinghamshire, Lincolnshire, Leicestershire, Derbyshire, South Yorkshire
- Monthly Revenue: Household income typically £2,500-£6,000/month
- Professional Backgrounds: Mixed skilled trades, healthcare, teachers, early retirees, energy-conscious professionals
- Typical Identities: Budget-conscious families, financially stressed homeowners, eco-savvy households, retirees looking to cut fixed costs

Key Challenges & Pain Points:

- 1. High Energy Bills
 - O Monthly costs increasing with no end in sight
 - O Feeling powerless or exploited by big energy companies
 - O Difficulty budgeting due to unpredictable prices
- 2. Skepticism Toward Solar Industry
 - O Distrust from past "free solar" scams
 - O Overwhelmed by conflicting information online
 - O Fear of sales pressure or unsuitable installations
- 3. Desire for Control and Stability
 - O Fear of future energy inflation
 - O Uncertainty about cost of living increases
 - O Longing for a smarter, more stable energy solution

Goals & Aspirations:

- Short-Term Goals:
- O Find ways to reduce energy bills
- O Explore solar without sales pressure
- O Understand if their roof is suitable and what it could save
- Long-Term Aspirations:
- O Achieve energy independence or low fixed costs
- O Increase home resale value or EPC score
- O Leave a lighter environmental footprint for future generations

Emotional Drivers & Psychological Insights:

- Deep frustration with "being taken advantage of" by energy companies
- Hope that solar might finally be a "real" solution
- Desire to feel smart, proactive, and in control

- General Direct Client Quotes:
- "I just want to know the truth without being sold to."
- "If it's really that good, why isn't everyone doing it?"
- "I'll do it but only if I know the numbers make sense."

Pain Points & Frustrations:

- "I've heard so many scams I don't know who to trust anymore."
- "We've cut back on everything else, and still the bill climbs."
- "I'm tired of being in the dark when it comes to savings."

Mindset Quote:

- "It's not just about saving money it's about taking back control."
- "I'm not falling for another sales pitch."
- "We just want clarity, not commitments."

Quotes on Emotional State and Personal Drivers:

- "I feel like I'm always chasing bills."
- "I don't want to be left behind everyone else seems to be getting panels."
- "This needs to be simple, clear, and fair."

Quotes on Emotional Responses to Struggles:

- "Honestly, I feel stupid for not checking this sooner."
- "I just want to feel like I'm doing the right thing."
- "It's exhausting trying to keep up with the cost of living."

Quotes on Motivation & Urgency Around Success:

- "If it works for my roof, I want to do it this year."
- "We're not waiting for prices to get worse again."
- "We've got to get ahead of this now before winter."

Key Emotional Fears & Deep Frustrations:

- Fear of being scammed or pressured
- Feeling of helplessness or inaction
- Resentment at energy providers for unchecked costs
- Emotional & Psychographic Insights:
- They value independence and clarity over hype
- They respond well to transparency and tools (like calculators)
- They need to believe they're making the decision themselves, not being sold
- **★** Typical Emotional Journey:
- Awareness: Notices rising bills or hears neighbour talking about savings
- Frustration: Tries switching suppliers, sees no major change
- Desperation & Seeking Solutions: Begins researching solar but hits scams or salesy pages
- Relief & Commitment: Finds a tool (calculator) that feels trustworthy, gets an estimate, feels in control again