



**Persona type** ..... Young enthusiastic home owner.....  
**Name** ..... Brian Young.....  
**Age** ..... 30.....  
**Location** ..... Waterloo.....  
**Technical comfort** ..... Mid.....  
**Job Title** ..... Teacher.....

## Back Story

Tell us a bit about their lives

- Recently completed his Masters Degree in teaching
- Recently married
- Brian and his wife have just purchased an old house and are interested in renovating to save energy
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## Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Interested in social issues, and concerned about environmental problems. Wants to save energy to minimize climate change, as well as saving money
- Not sure which renovations will save the most energy, and wants help deciding which insulation to have installed
- Heard about the Green Home Planner from the energy advisor who did the energy audit on their home

## Frustrations

What's stopping them from choosing the service/website or annoying them?

- There is so much information on the site that it's difficult to focus in on the parts that are pertinent to their situation
- None of the sample houses shown on the site are exactly like their house, so it's difficult to decide which one to choose

## Their ideal experience

Their story including features and content which will help them have a great experience

When Brian's house had an energy audit, the auditor showed him the site and helped him log in and get started. The energy auditor then completed the energy audit while Brian played around with the site and got familiar with it. The report from the energy audit later suggested that adding insulation and air sealing the home would save a lot of energy.

Brian then went back to the site and was able to compare different types of insulation to decide which type would be best for his house. The site showed him how much energy and money each type of insulation would save, as well as how much it would cost, and the Return On Investment (ROI) for each scenario. He had originally thought he would use fibreglass batt insulation, but decided to use spray foam after using the site because of the improved savings.

While using the planner Brian also noticed that it had other sections on appliances and water conservation as well, and was able to save money and resources in those areas as well, by comparing which appliances and fixtures actually are the most efficient.

## Quote

Sum up their experience with the website/organization/service. Positive or negative

"The Green Home Planner was very helpful in deciding which renovations would save the most, and which products to use for each renovation"



**Persona type** ..... Mature Home Owner .....

**Name** ..... Martha Jones .....

**Age** ..... 50 .....

**Location** ..... Kitchener .....

**Technical comfort** ..... Low .....

**Job Title** ..... Retail Sales .....

## Back Story

Tell us a bit about their lives

- Martha has recently retired, her husband still works
- Children have all grown and moved out
- They have stayed on in their large home, after the children moved away, and they want to cut down on their energy bills. They have heard about government grants for energy retrofits, so they want to take advantage of that.

## Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Martha had an energy audit done, and is not sure how to proceed from here in getting the work done and choosing what to have done
- Interested in saving money on energy bills
- Heard about the Green Home Planner from the energy advisor how did the energy audit on their home

## Frustrations

What's stopping them from choosing the service/website or annoying them?

- Difficulty navigating websites, finds it complicated and unfamiliar
- Too many choices on the site, doesn't know where to start

## Their ideal experience

Their story including features and content which will help them have a great experience

After her energy audit, Martha was able to log in to the Green Home Planner to look at and compare renovation options.

After logging in, Martha was walked through a wizard with a series of simple questions about her home and lifestyle (age and size of home, number of occupants, showering and laundering habits, etc...) The site then brought up a page with some suggested renovations optimized for here situation, which showed the cost and savings potential for each renovation or upgrade.

As Martha became more familiar with the site, she discovered that she could also access more detailed and complicated information about the proposed retrofits if she wanted.

## Quote

Sum up their experience with the website/organization/service. Positive or negative

“The Green Home Planner was very easy to use, and was very informative. It helped me to make sense of the complicated world of energy efficiency.”



**Persona type** Professional Renovation Contractor

**Name** Matt Weber

**Age** 40

**Location** Cambridge

**Technical comfort** High

**Job Title** Insulation Contractor

## Back Story

Tell us a bit about their lives

- Matt has been installing insulation for over 20 years
- Owns his own contracting business
- His business is struggling in the tough economy these days

## Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Matt knows the benefits of better insulation, and has seen the changes in building codes over the years in minimum requirements. But he has a hard time upselling customers, who don't understand the
- The Green Home Planner is a third party, impartial tool which allows Matt to show his customers how better and more insulation can actually save them money, despite the initial higher investment.
- Matt is on REEP's contractor list, and found out about the site from REEP staff.

## Frustrations

What's stopping them from choosing the service/website or annoying them?

- The information on the site is not detailed enough, and doesn't have enough different choices to fit every situation he may run into.
- The sample houses on the site are too general, and do not allow Matt to be exact enough in estimates for each of his customers' specific houses.

## Their ideal experience

Their story including features and content which will help them have a great experience

When Matt talks to a new customer for the first time, he opens up the Green Home Planner to show them energy money savings of the different insulation options. He is able to quickly log in and create an account for the customer and model a sample home that is similar to theirs.

Because the site is a third party tool, the customer knows that the information is not simply a sales pitch, but really shows objective results. Matt is able to compare the various options for insulating their home, and the customer sees the value in spending a little more now to save a lot more over the long run.

Later, the customer is able to log in to the site on their own and look at the simulation that Matt has set up, try out different insulation options, and make the best choice for their particular situation.

Matt benefits by being able to up-sell the better and more expensive insulation options, and the customer and the environment benefit from their wise choices.

## Quote

Sum up their experience with the website/organization/service.  
Positive or negative

"This is a great tool which allows me to do my job better, and to give valuable information to my customers."