



Sahra. The Planner

Age: 35
Location: Netherlands
Relationship Status: Married, 2 Kids
Occupation: HR Manager
Sense of sustainability: Very High.
Budget: At least 4,000 € per month.
Price sensitivity: High, willing to pay for sustainable products (e.g. Paint or Furniture) and sustainable services (e.g. power or gas)

“My husband and I want our future dream home to be as sustainable as possible“

About:
Sahara is an HR manager, she and her husband are planning to construct their dream home outside the city. They want to take their time planning the right design. And they want to know how to build an energy passive home with a limited budget.

- Behaviour and Activities:**
- Online research
 - Uses Instagram and Pinterest for inspiration.

- Needs & Goals:**
- To find a creative architect she can trust.
 - Wants to be informed on sustainable building materials, sustainable energy systems and more.
 - Curated articles and inspirations about sustainable design from credible sources.

- Frustrations:**
- Getting overwhelmed with information and products choices.
 - Not knowing which designer or architect to trust.
 - She does not like to do things by her self.
 - Limited budget.

- Interested in:**
- Buying sustainable furniture
 - Buying sustainable interior design materials.
 - Buying sustainable gardening materials .
 - Buying sustainable construction materials.
 - Installing energy efficient heating system.
 - Installing energy efficient lighting system.
 - Installing smart-home system.

- Preferred consultation forms:**
- Video
 - Real Life Meeting
 - Real Life Workshop



Alex. The Builder

Age: 32

Location: Germany

Relationship Status: Married, No kids

Occupation: Industrial engineer

Sense of sustainability: High.

Budget: around 3500 € per month.

Price sensitivity: Medium, willing to pay for sustainable products (e.g. Paint or Furniture) and sustainable services (e.g. power or gas)

“I want my home to be as smart as I am”

About:

Alex is an engineer who is planning to do a full remodel of his home, he wishes to replace all energy, water and air conditioning systems with state of the art climate friendly systems. He likes to do things by hand alone or with others.

Behaviour and Activities:

- Online research.
- Online tutorials.
- Hands on work.








Needs & Goals:

- To build relationships with like minded creative engineers.
- Improve his DIY skills and Save money on home improvements.
- Wants to be informed on sustainable energy systems and smart home systems.
- Curated articles about sustainable design from credible sources.

Frustrations:

- Does not always have time to do things by himself.

Interested in:

- Buying sustainable furniture

- Buying sustainable interior design materials.

- Buying sustainable gardening materials .

- Buying sustainable construction materials.

- Installing energy efficient heating system.

- Installing energy efficient lighting system.

- Installing smart-home system.


Preferred consultation forms:

- Video
- Real Life Meeting
- Real Life Workshop



Lisa. The Explorer

Age: 27

Location: Germany

Relationship Status: Single

Occupation: Graphic designer.

Sense of sustainability: very high.

Budget: Less than 2,000 € per month.

Price sensitivity: Medium, willing to pay for sustainable products (e.g. Paint or Furniture)

“I consciously limit my monthly spend and consumption so I can invest in sustainable materials”

About:

Lisa is a graphic designer who seeks to translate her passion for design into her home. For Lisa, material is everything. She likes natural materials like wood, but she wants to be less wasteful. For her, sustainability is not a question of „if“ but „how“, AS she only uses public transportation for her daily commute.

Behaviour and Activities:

- Online research
- Uses Instagram and Pinterest for inspiration.

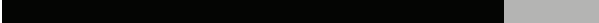
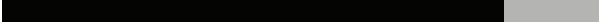



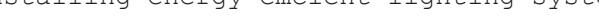
Needs & Goals:

- To find an interior designers she can trust.
- Wants to be informed on sustainable interior design materials.
- Curated articles and inspirations about sustainable design from credible sources.

Frustrations:

- Getting overwhelmed with information and products choices.
- She is worried that the sustainable product may not offer a huge variety and that they may not provide flexible and good looking space.
- Limited budget.

Interested in:

- Buying sustainable furniture

- Buying sustainable interior design materials.

- Buying sustainable gardening materials .

- Buying sustainable construction materials.

- Installing energy efficient heating system.

- Installing energy efficient lighting system.

- Installing smart-home system.

Preferred consultation forms:

- Video
- Real Life Meeting
- Real Life Workshop