

PROJECT: Stronghouse PersonasPERSONA: Drenthe: Willem

NAME

Drenthe: Willem

MARKET SIZE

20 %

TYPE

Guardian

Demographic

♂

Male

65

years

📍

Married

Skills

Skill 1

0255075100

Skill 2

0255075100

Skill 3

0255075100

Skill 4

0255075100

Technology

Browsers

Channels

Goals

Quote

“

I hear so many different views. It seems wiser to wait now until it's clear what's the best solution. Also, I'm not yet sure, if it makes sense to invest in this house. We might move in a few years.

Of course, I want to participate in initiatives in the village. But it is also important to remain critical. That's also an important contribution. In the end, I want to be able to decide for myself what I do with my house.

”

Background

Willem lives in a semi-detached house, built in the seventies. Over the years, not much renovation has been done. The bathroom is still original and on the top floor, the windows are still single-glazing.

"Our children grew up in this house. We have a pleasant life here. "

Willem takes part in village-activities but also keeps a distance. "If there is a neighborhood BBQ, I will of course come, but to organize it myself, no that would be too much for me."

"Of course I do follow the initiatives taken by others. It is important to know what is happening in your village."

Motivations

Frustrations

Brands and influencers