

# Persona

Case study in North East of Scotland

**Robert Gordon University**

**Dr Amar Bennadji**

PROJECT: Stronghouse Personas PERSONA: Aberdeen: Amar

NAME

Aberdeen: Amar

MARKET SIZE



## Goals

Reduce our energy bill.  
Preserve the building and it's history.  
Increase the house value.

## Demographic

Couple 40s years

Aberdeenshire

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## Quote

I don't like long meetings, I prefer to get some work done. Communication is very important, I like to take on that role in our local association.

Participating in the collective helps me to make the investments that would otherwise not have been possible for me, for my family. Besides the village association, I have a lot of contact with my peers, other young parents whose children attend the same school.

## Background

Liza and partner have 2 kids in primary and secondary schools.  
They both work in Academia and specialised in finance.  
They both like nature and preferred to live 50km away from work because of the countryside their home provide around them.  
They grow vegetables, they have chicken and cats.  
The couple managed to secure governmental grants to install Biomass boiler and are using woods around they house to heat their house.  
David enjoys DIY work and did a lot of decoration to the house.  
The couple is trying any feasible ideas to improve their house energy efficiency.

## Motivations

I would like to offer to my family an easy place to worm and keep worm

## Frustrations

That so many - often older - people in this neighborhood don't want anything. "I don't understand why others don't see that we really need to do something now."

Ingeborg's only has limited means to invest in sustainability.

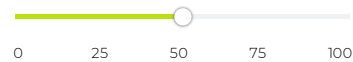
Difficult to filter so much information about what we can do.

## Skills

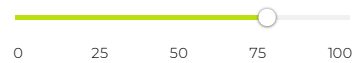
Skill 1



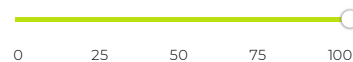
Skill 2



Skill 3



Skill 4



## Technology

## Browsers

## Channels

The owner working in  
finance but very “hands-on”



NAME

Dave

MARKET SIZE



TYPE

Rational



## Goals

To reduce my energy consumption and CO2 emission

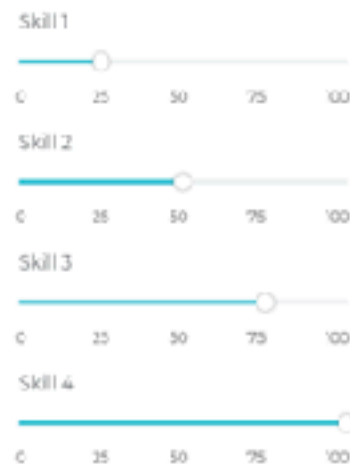
## Quote

“I would like to provide a healthy natural living for my family.  
I'm glad I can grab my potatoes from my garden and eat our own chicken.”

## Demographic

Male 48 years  
Aberdeenshire  
Married  
Finance  
100,000+

## Skills



## Technology



## Browsers

## Channels

**Background** Lisa [42] and her partner (48) own a house from 1870s. The house is in a masonry wall (Sandstone masonry construction with cavity and lath plaster, and slate roof). The type of wall is classified as hard to treat. They have 2 kids Guy and Elena in primary and secondary schools. They both work in finance and They both like nature and preferred to live 50km away from work because of the countryside their home provide around them. They grow vegetables, they have chicken and cats. The couple managed to secure governmental grants to install Biomass boiler and are using woods around their land to heat their house, (cost £14,000 for the boiler). Dave enjoys DIY work and did a lot of decoration to the house. The couple is trying any feasible ideas to improve their house energy efficiency.

**Motivations:** I would like to offer to my family an easy place to warm and "keep warm".

**Frustrations** Many parts of my house are challenging to upgrade such as the sash windows, the floor as we have a low ceiling and we can insulate the floor without digging into the ground.

## Brands and influencers



### Demographic

♂ Male 48 years

📍 Aberdeenshire

Married

Finance

100,000+

+ ADD FIELD

### Skills

Skill 1



Skill 2



Skill 3

### Goals

To reduce my energy consumption and CO2 emission

### Quote

“

*I would like to provide a healthy natural living for my family.*

*I'm glad I can grab my potatoes from my garden and eat our own chicken.*

×

”

Background Lisa (42) and her partner (48) own a house from 1870s. The house is in a masonry wall (Sandstone masonry construction with cavity and lath plaster, and slate roof). The type of wall is classified as hard to treat. They have 2 kids Guy and Elena in primary and secondary schools. They both work in finance and They both like nature and preferred to live 50km away from work because of the countryside their home provide around them. They grow vegetables, they have chicken and cats. The couple managed to secure governmental grants to install Biomass boiler and are using woods around their land to heat their house, (cost £14,000 for the boiler). Dave enjoys DIY work and did a lot of decoration to the house. The couple is trying any feasible ideas to improve their house energy efficiency.



0 25 50 75 100

Skill 4



0 25 50 75 100

+ ADD SKILL

### Technology



### Browsers



### Channels



⋮ **Motivations:** I would like to offer to my family an easy place to warm and "keep warm".

⋮ **Frustrations** Many parts of my house are challenging to upgrade such as the sash windows, the floor as we have a low ceiling and we can insulate the floor without digging into the ground. ✕

### Brands and influencers

+ ADD IMAGE

# Already upgraded aspects

- The building was upgraded in many aspects:
- Biomass boiler (£14.000).
- Walls Insulation (from a research project).
- Lost insulation.

**Challenges for next improvements**



# Costs of repairing sash windows

Prices will vary based on the extent of the damage:

- For a recondition and new draught seals (this may not include stripping, priming and painting) = £250 per sash
- Box sash window replacement = £1,200
- Double-glazed sash replacements only, to fit into existing frames = £500 per sash



**Thank you**