

PROJECT: Stronghouse Personas

PERSONA: Drenthe: Jan

NAME

Drenthe: Jan

MARKET SIZE

20 %

TYPE

Rational

Demographic

♂

Male

60

years

📍

Married

MBO

Goals

- I want to do take care of things, want to take care of the house: it should be comfortable, energy-efficient and I want to be a good neighbour
- I want to strengthen the community spirit. If the neighbours take an initiative, I'm likely to participate.
- I don't need to know all the technical details, I'll leave it to the experts to give me the right advice.

Quote

“

As a member of my community, I want to contribute. Here we need to work together. Energy renovation is also an opportunity to do things in our village together.

I think my wife and I are already quite energy-efficient. If we can become more energy-efficient, that would be good, but it must of course remain affordable. Not only for me: I think everyone should be able to participate. Energy efficiency shouldn't be just for the happy few.

”

Skills

Skill 1

0255075100

Skill 2

0255075100

Skill 3

0255075100

Skill 4

0255075100

Background

- Jan lives in a semi-detached house from the eighties. Since then, some renovation has been done: double glazing, more efficient central heating, a new kitchen, and new bathroom.
- Jan and his wife have lived in this village for a long time (but were born elsewhere). Both are active in the local community. Jan has a dog. His wife loves gardening.
- Jan follows the news and knows that we have to do something about global warming. Action is needed in the Netherlands and worldwide.
- Jan considers himself a layman in the field of energy-saving.

Motivations

- Living comfort is important to Jan and his wife.
- Cohesion in the village.
- Affordability, also for the less well-off.
- Climate

Frustrations

- Bureaucracy, complex local politics: Jan does not feel that his views and concerns are heard.
- Local government should make it possible for our village, our community to take the energy renovation measures by ourselves.
- Bad internet connection
- Poorly maintained public spaces, traffic safety and noise in the village.

Technology

Browsers

Channels

Brands and influencers