

# 4 The User *Summary*



## Active Lifestyle

Enjoy gardening, socialising and holidays



## Enjoy food

Enjoy home cooking. Lots of time in the kitchen



## Older children

Working adults, left home



## Energy Conscious

Actively turn lights and devices off



## Holidays

Just recently home from winter sun



## Money

Always looking to be careful with money



*“It’s nice to see how much energy you are using right there and then.”*

*“It just shows you, you’re always using more than you think you are”*

## Who

Couples and homeowners, male and female, between the ages of 50 - 65 i.e. Those who are ageing, as opposed to aged. The main difference being that the ageing generation have had more exposure to technology in recent years. This will affect their approach to technology in the home such as smart energy meters with investigation into the issue

proving that technical challenges and cognitive function related to technology is easier for those around the age of 55 - 60. As far as energy saving is concerned, responsible homeowners are more likely to keep track and be vigilant about energy consumption. This along with media pressure makes energy measurement very important in years to come.

## Where

For use in and around the home to monitor energy consumption. The media puts pressure on the general public and companies to work toward saving energy. Through this, the smart meter has become more common. The main issue is that the devices are forgettable and don't attract attention.

## When

In many cases, the product gets lost in the home. The smart meter should be on all the time constantly measuring consumption in order to give the user the most accurate possible measurement.

Full user profiles can be found in Appendix A