# Customer Personas and Journey Maps

In reference to Bachelor Thesis "Customer Journeys of Small Scale BTES owners in Switzerland"

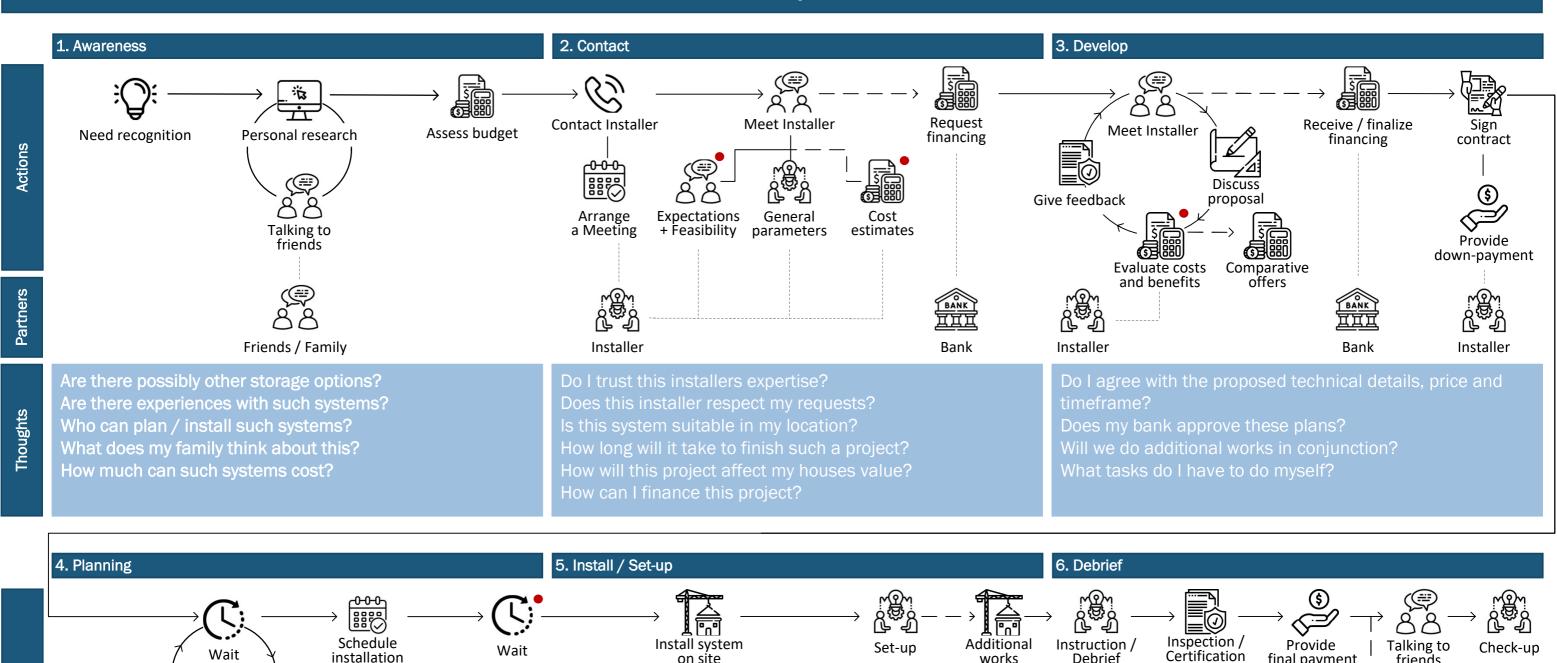
Persona 1:	
Initial	Customer persona 1 is currently building a new single-
Situation	family house or is refurbishing the heating system is his
	SFH. They are technically well-versed and are
	knowledgeable about STES, particularly BTES and know
	the benefits they can bring to their homes energy system
	out of personal interest. When it comes to borehole
	regeneration they are particularly interested in the
	storage-aspect of this measure. Other motivating factors
	might also come into play such as "increase autarky",
	"increase energy efficiency" or side-effects of
	regeneration such as free cooling in summer. Mostly, they
	are financially well situated and can roughly estimate the
	costs involved with such a project.
Goals /	- Implement a holistic energy system in their own home
Motivation	- Own / Build a heating system with BTES

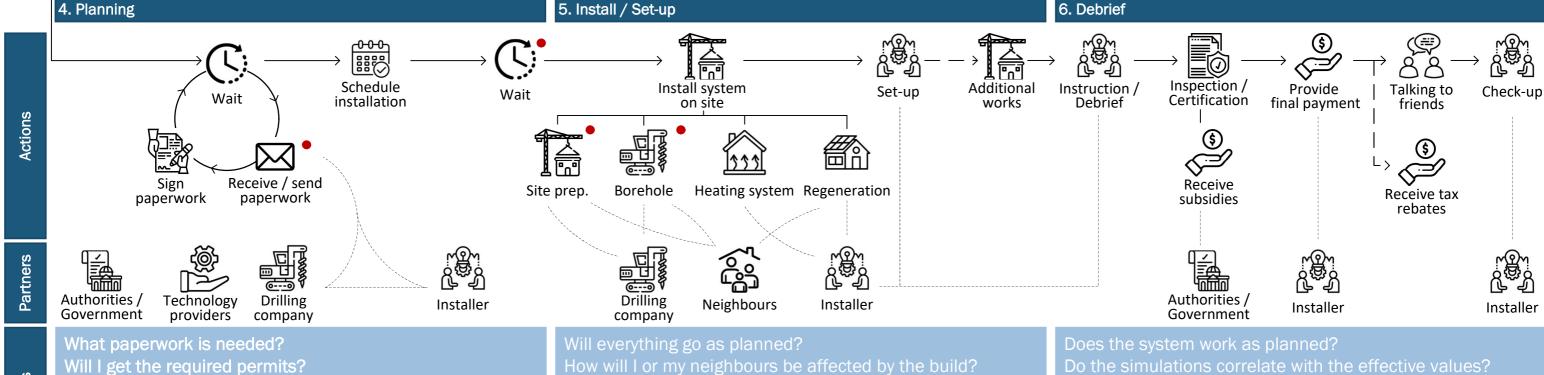
Persona 2:	
Initial	Customer persona 2 wants to build a new single-family
Situation	house for themselves and their family. They are
	environmentally and technically conscious people and
	want to build something future proof. Not only do they
	consider relevant building standards such as for instance
	MINERGIE but also want to implement a well-thought-out
	energy system in their new home. Key factors for them
	might be "Energy Efficiency", "Climate friendly",
	"Premium Technology", "Novelty" and others. Mostly,
	they are financially well situated and are willing to make a
	significant investment.
Goals /	- Implement a holistic energy system in their new home
Motivation	- Maximize energy efficiency and own consumption
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Persona 3:	
Initial	Customer persona 3 is currently building a new single-
Situation	family house or is refurbishing the heating system is his
	SFH. They are technically versed and knowledgeable about
	different types of heating systems. They know about
	Freecooling and see it primarily as a mean for increasing
	comfort that comes as an option on GSH-systems. Positive
	effects of regeneration with Freecooling are secondary.
	Mostly, they are financially well situated and are willing to
	invest more for increased comfort.
Goals /	- Implement a new heating system in their SFH
Motivation	- Potentially implement Freecooling

Persona 4:	
Initial	Customer persona 4 is currently building a new single-
Situation	family house or is refurbishing the heating system is his
	SFH. They might be technically versed and knowledgeable
	about different types of heating systems. They do not yet
	know about Freecooling. Primarily they would perceive it
	as a mean for increasing comfort that comes as an option
	on GSH-systems. Mostly, they are financially well situated
	and are willing to invest more for increased comfort.
Goals /	- Implement a new heating system in their SFH
Motivation	

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Were there unexpected costs?

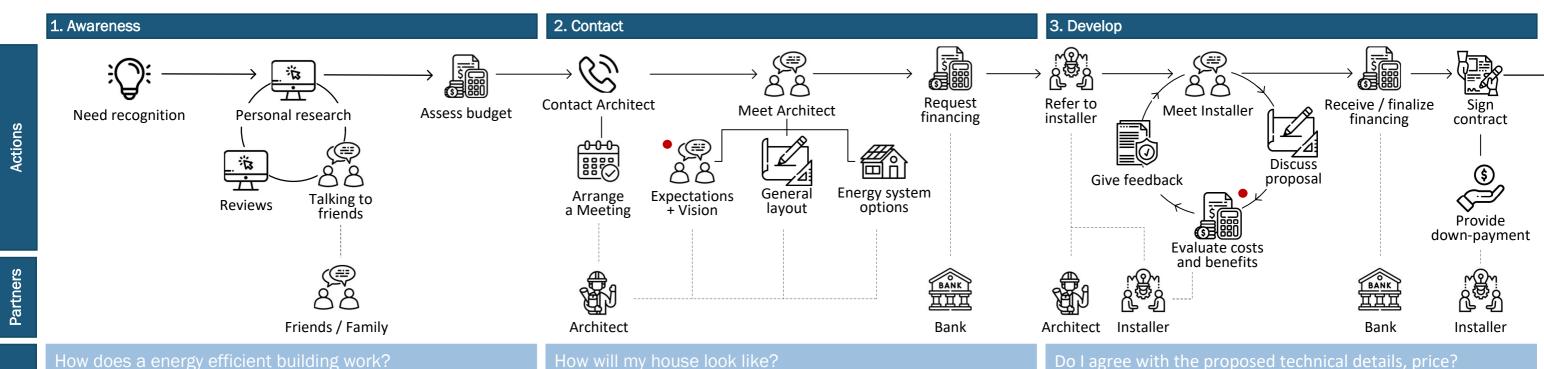
How does my electricity bill change?

Will I be kept up to date on the progress?

Key: — Flow, — — optional Flow, — Stakeholder interaction, ● Pain Point

Do I trust the third-party contractors?

How long will the approval process take?



How much budget do I have?

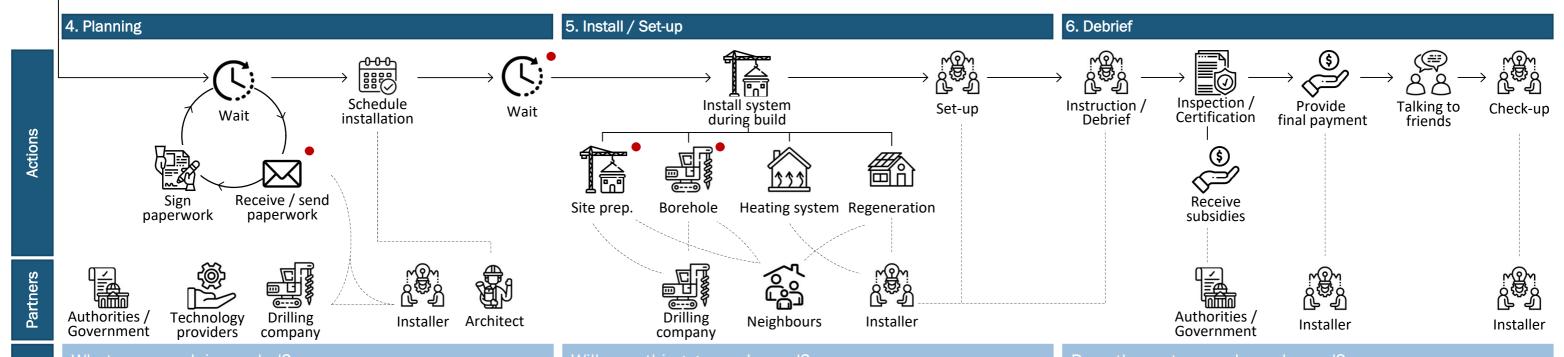
**Thoughts** 

How much will my house cost?

How could my houses energy system look like and which is

Do I agree with the proposed technical details, price? Does this concept fit my builds overall concept and

Does my bank approve these plans?



Do I trust the third-party contractors?

Does this cause delay to my buildings overall schedule?

Will everything go as planned?

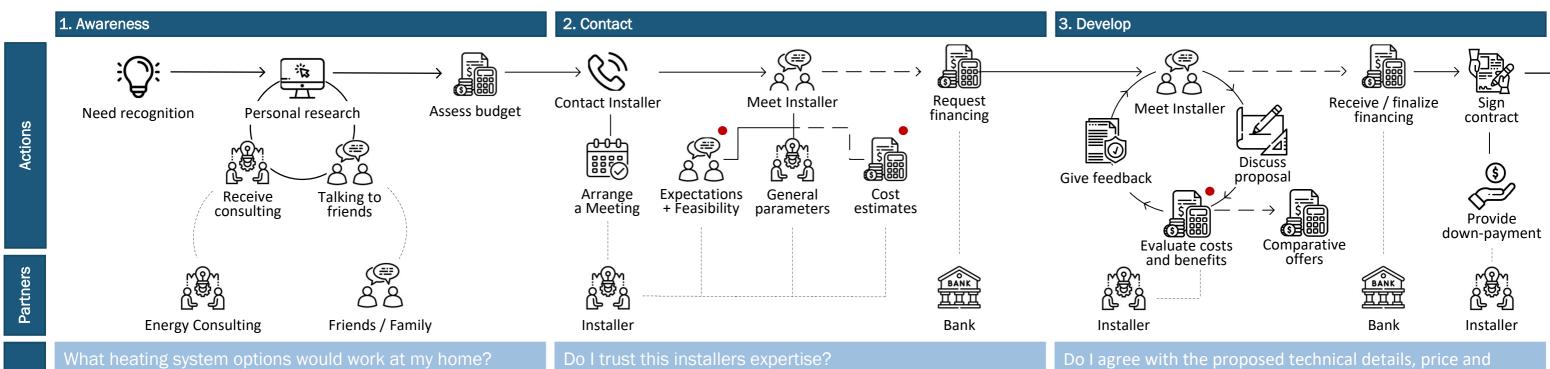
Will I be kept up to date on the progress?

Does the system work as planned?

Do the simulations correlate with the effective values?

Vere there unexpected costs?

– Flow, — — — optional Flow, Stakeholder interaction, • Pain Point



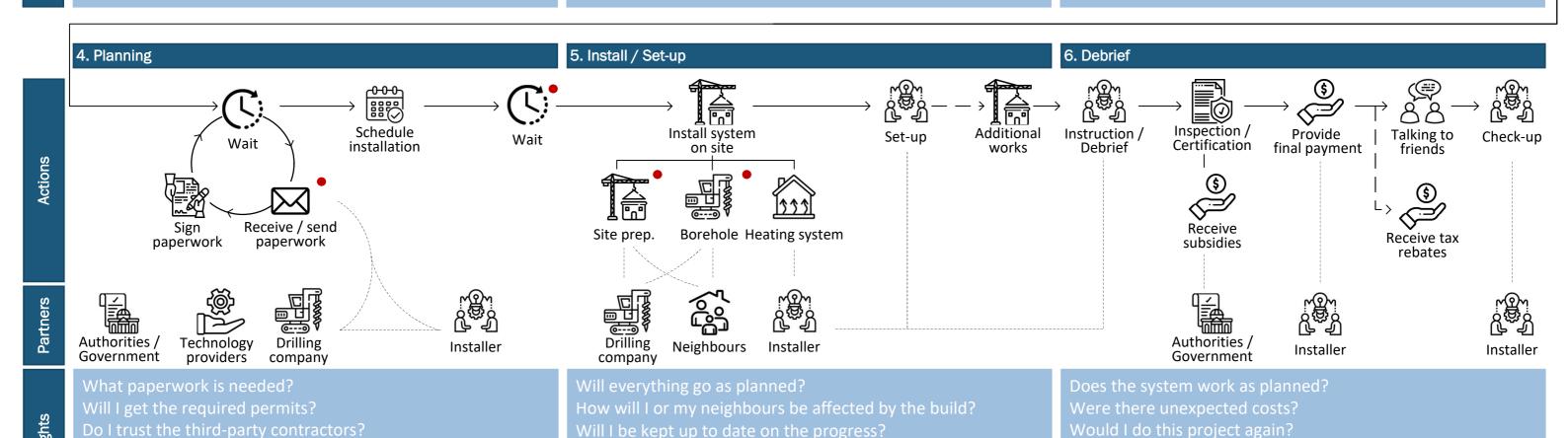
How much can such systems cost?

Does this installer respect my requests?

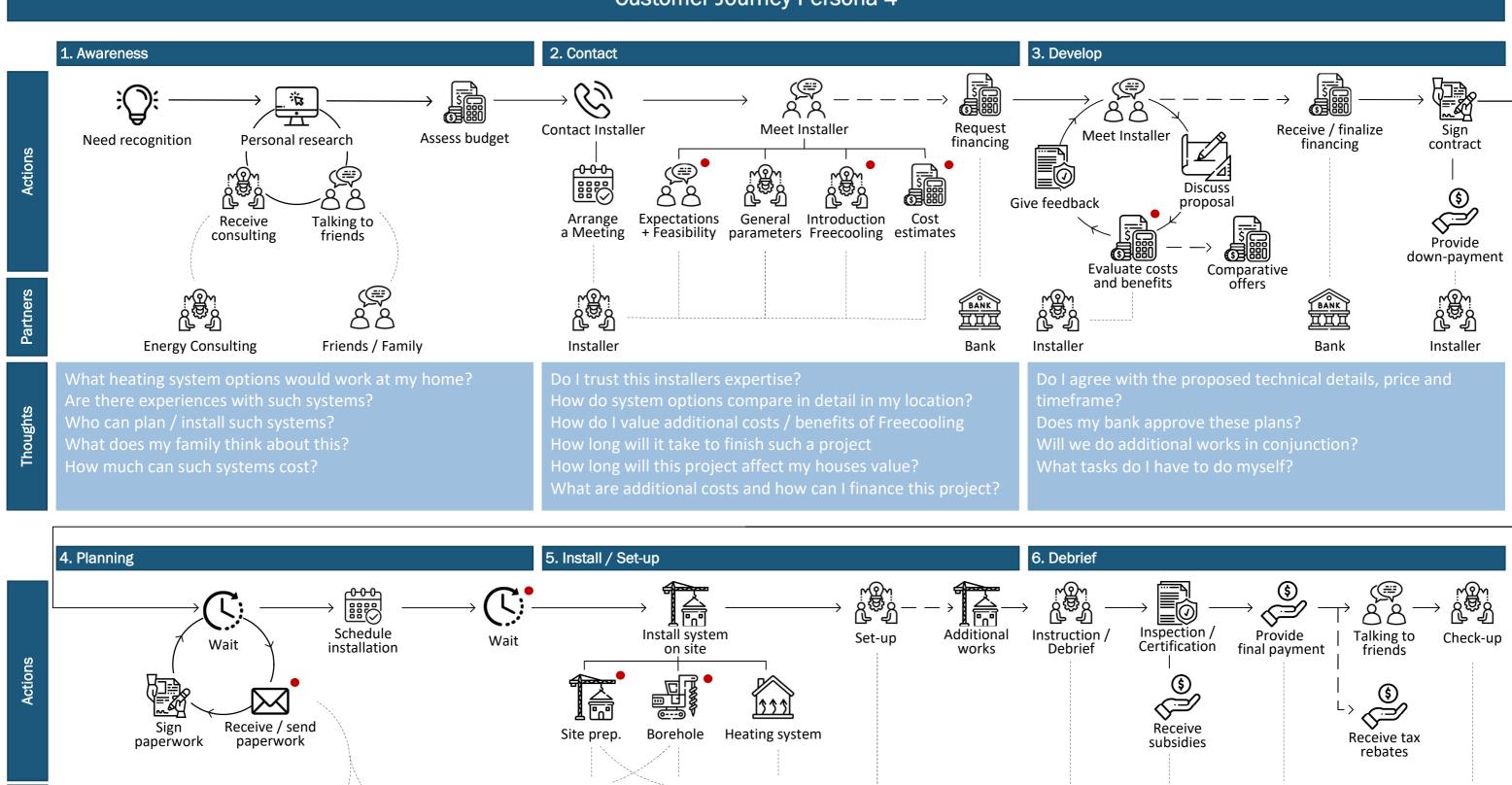
How long will it take to finish such a project

How long will this project affect my houses value?

Does my bank approve these plans?



- Flow, — — — optional Flow, Stakeholder interaction, • Pain Point



What paperwork is needed?
Will I get the required permits?
Do I trust the third-party contractors?
How long will the approval process take

Technology

providers

Authorities /

Government

Will everything go as planned? How will I or my neighbours be affected by the build? Will I be kept up to date on the progress?

Installer

Drilling

company

Installer

Neighbours

Does the system work as planned?
Were there unexpected costs?
Would I do this project again?
How does my electricity bill change?

Authorities /

Government

Installer

Installer

Key: — Flow, — — optional Flow, — Stakeholder interaction, ● Pain Point

Drilling

company