

Customer Personas and Journey Maps

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

Persona 1:	
Initial Situation	Customer persona 1 is currently building a new single-family house or is refurbishing the heating system in his SFH. They are technically well-versed and are knowledgeable about STES, particularly BTES and know the benefits they can bring to their home's 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 / Motivation	<ul style="list-style-type: none"> - Implement a holistic energy system in their own home - Own / Build a heating system with BTES

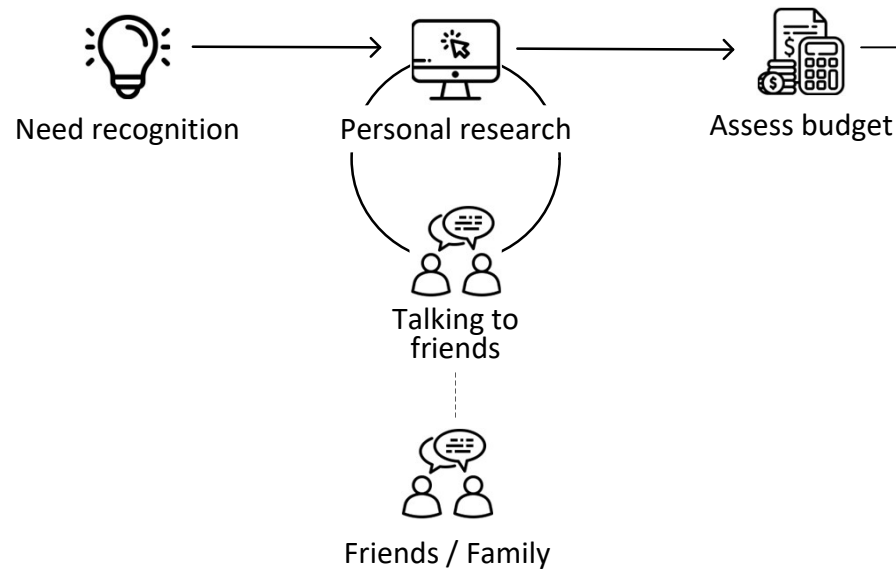
Persona 3:	
Initial Situation	Customer persona 3 is currently building a new single-family house or is refurbishing the heating system in his SFH. They are technically versed and knowledgeable about different types of heating systems. They know about Freecooling and see it primarily as a mean for increasing 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 / Motivation	<ul style="list-style-type: none"> - Implement a new heating system in their SFH - Potentially implement Freecooling

Persona 2:	
Initial Situation	Customer persona 2 wants to build a new single-family 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 / Motivation	<ul style="list-style-type: none"> - Implement a holistic energy system in their new home - Maximize energy efficiency and own consumption

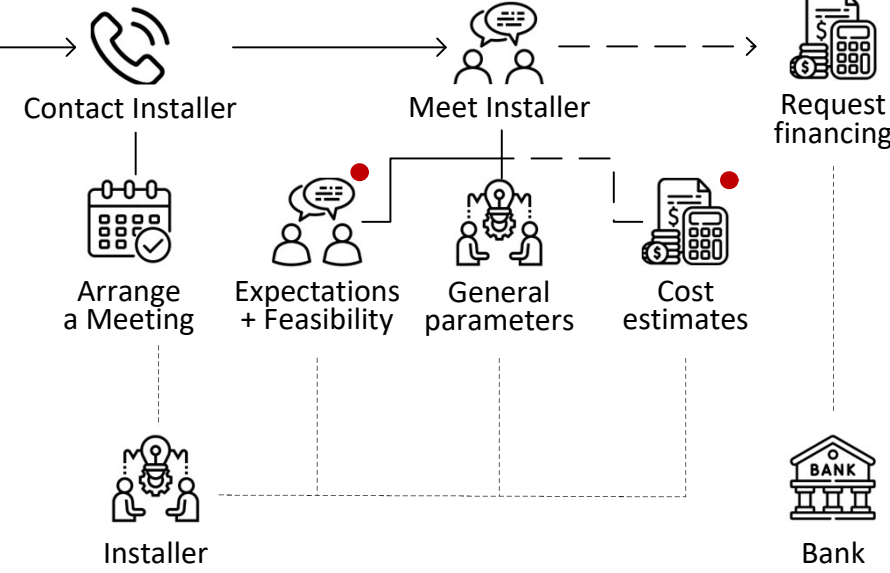
Persona 4:	
Initial Situation	Customer persona 4 is currently building a new single-family house or is refurbishing the heating system in his SFH. They might be technically versed and knowledgeable about different types of heating systems. They do not yet know about Freecooling. Primarily they would 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 / Motivation	<ul style="list-style-type: none"> - Implement a new heating system in their SFH

Customer Journey Persona 1

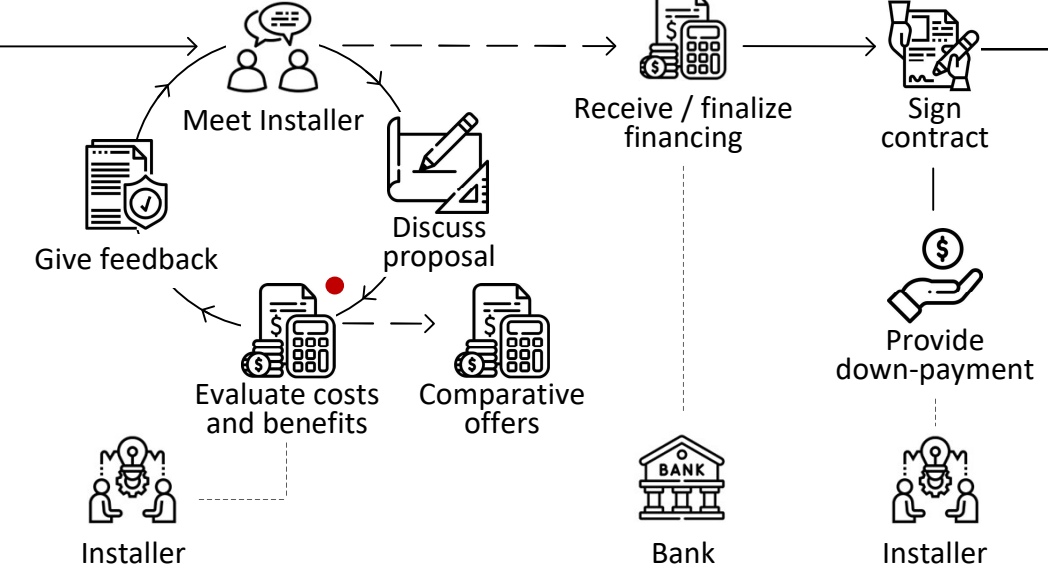
1. Awareness



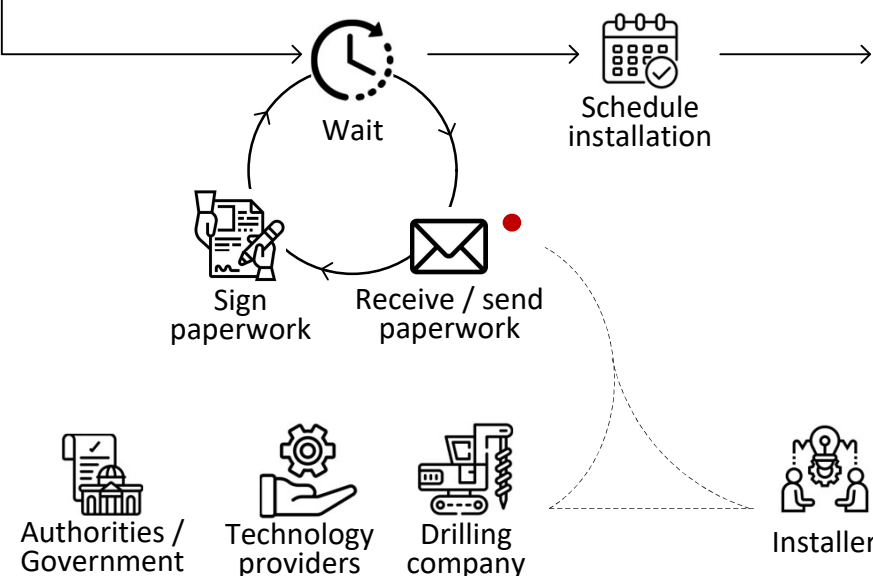
2. Contact



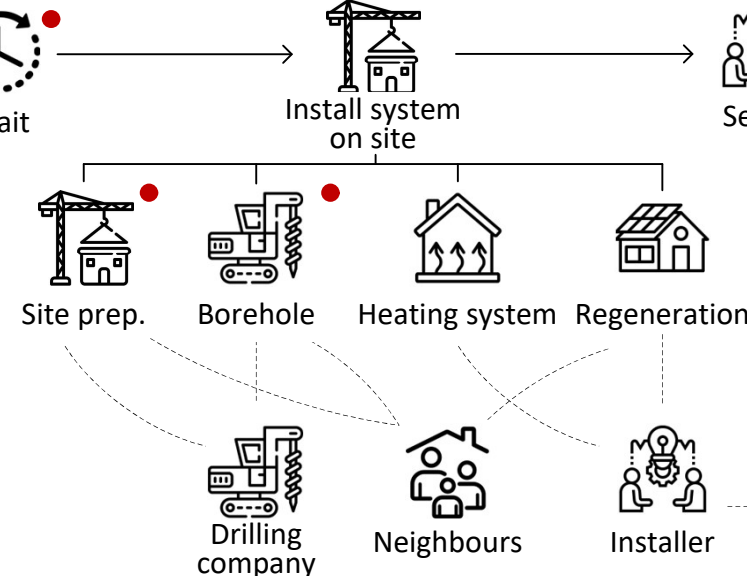
3. Develop



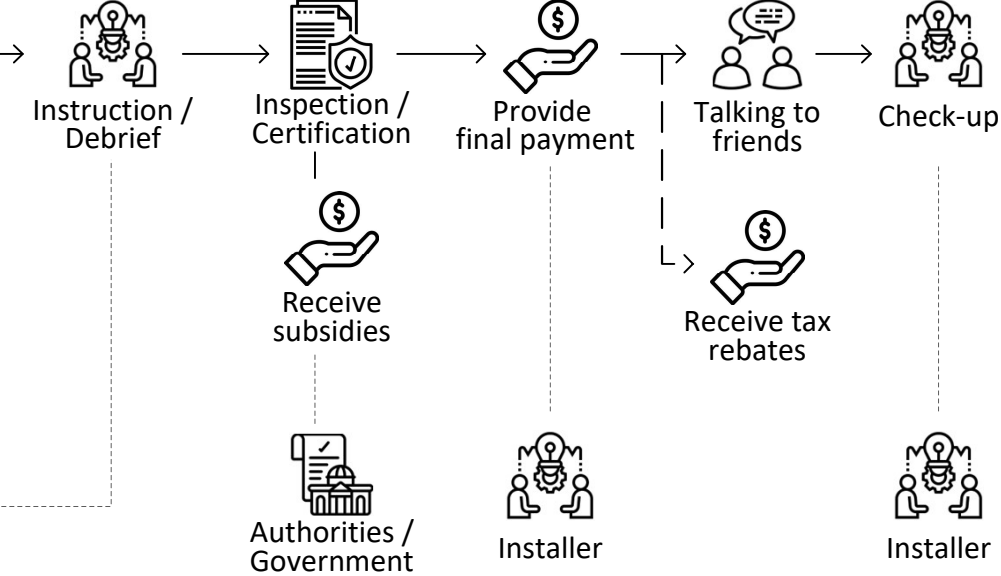
4. Planning



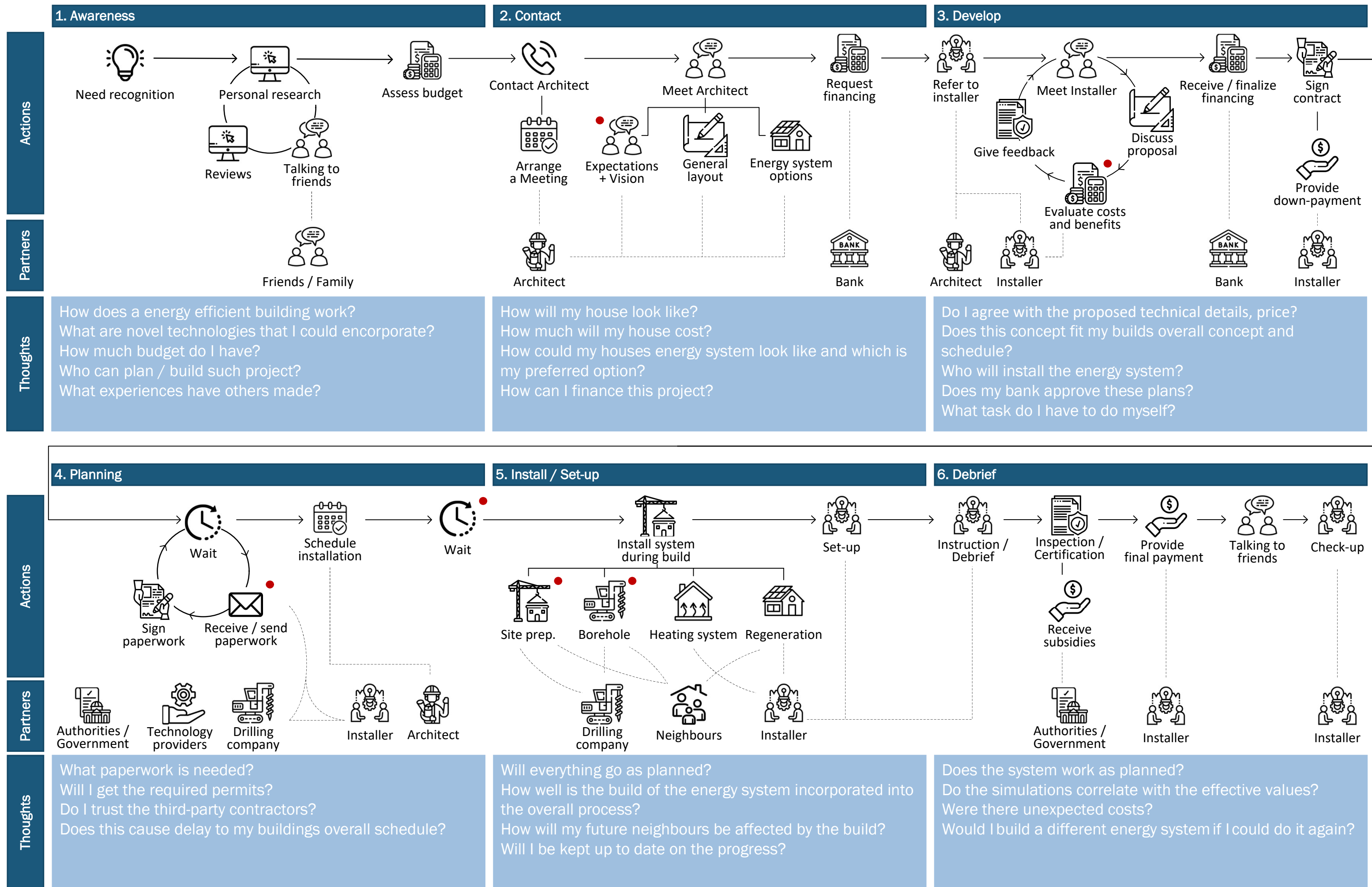
5. Install / Set-up



6. Debrief



Customer Journey Persona 2



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

Customer Journey Persona 3

1. Awareness

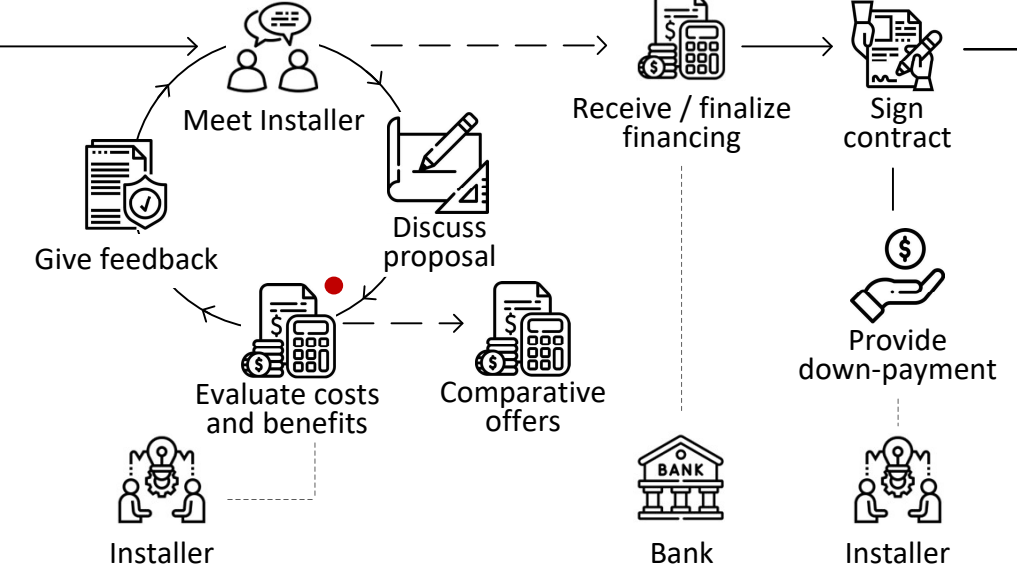
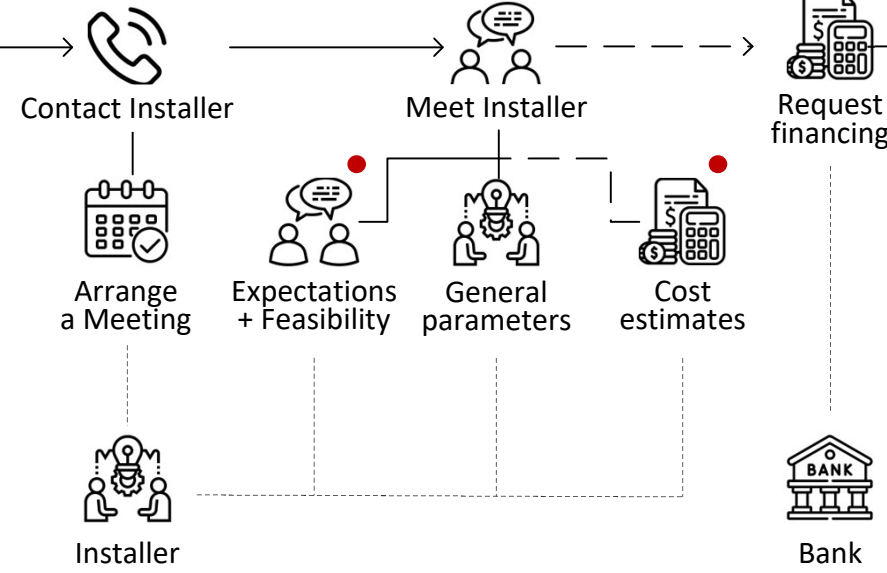
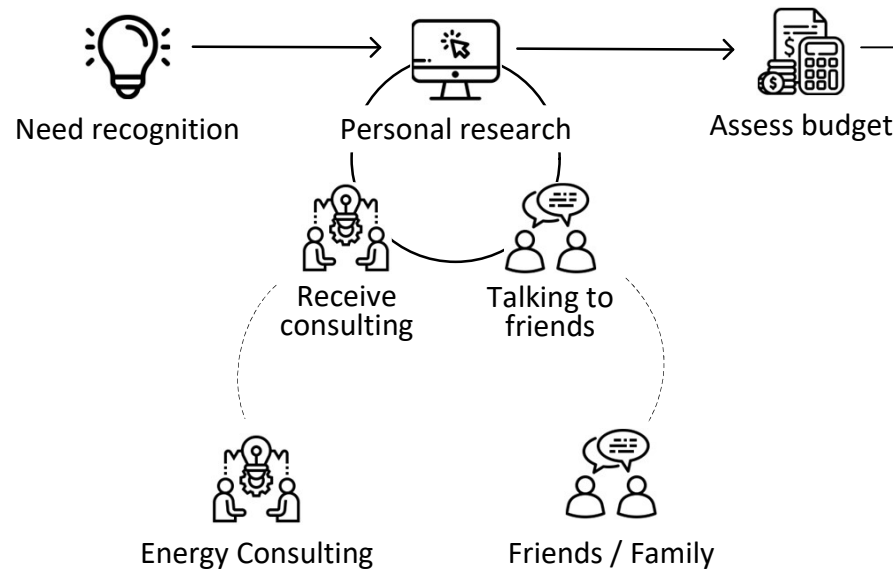
2. Contact

3. Develop

Actions

Partners

Thoughts



4. Planning

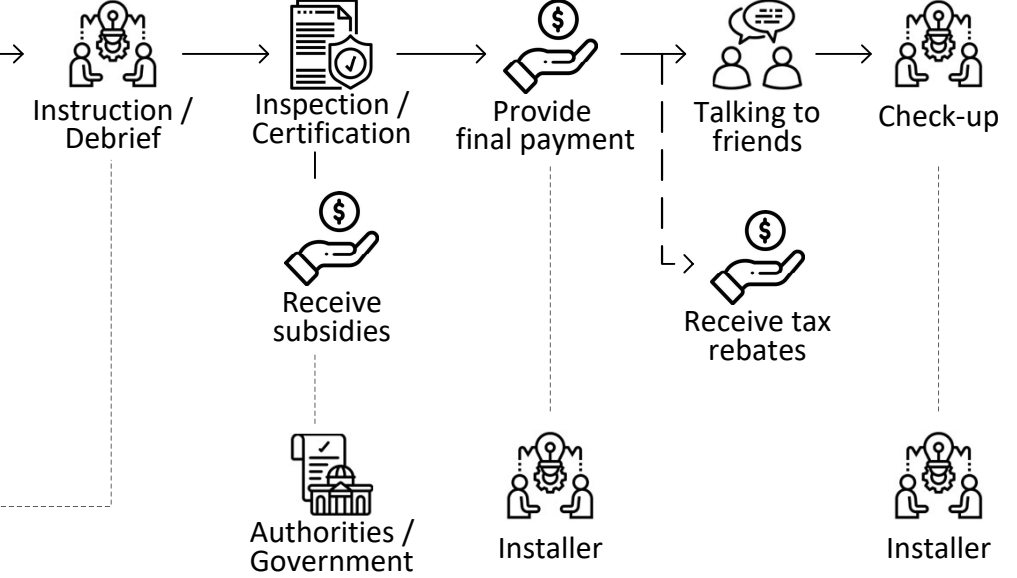
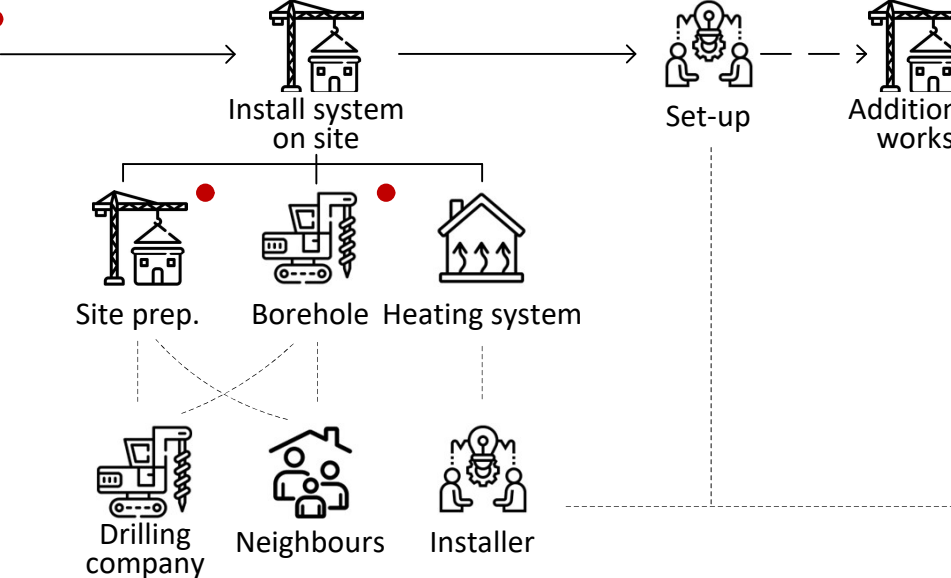
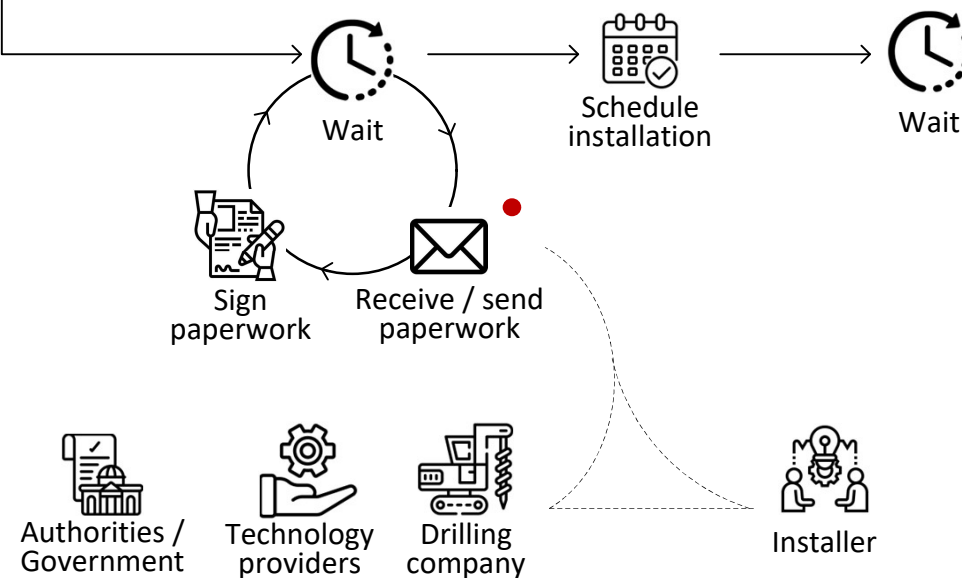
5. Install / Set-up

6. Debrief

Actions

Partners

Thoughts



Customer Journey Persona 4

1. Awareness

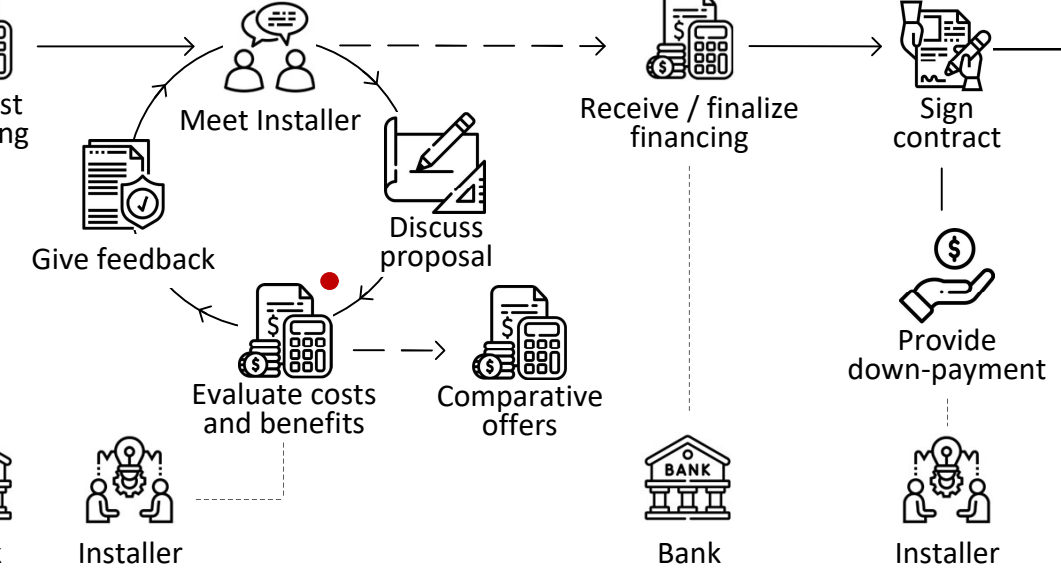
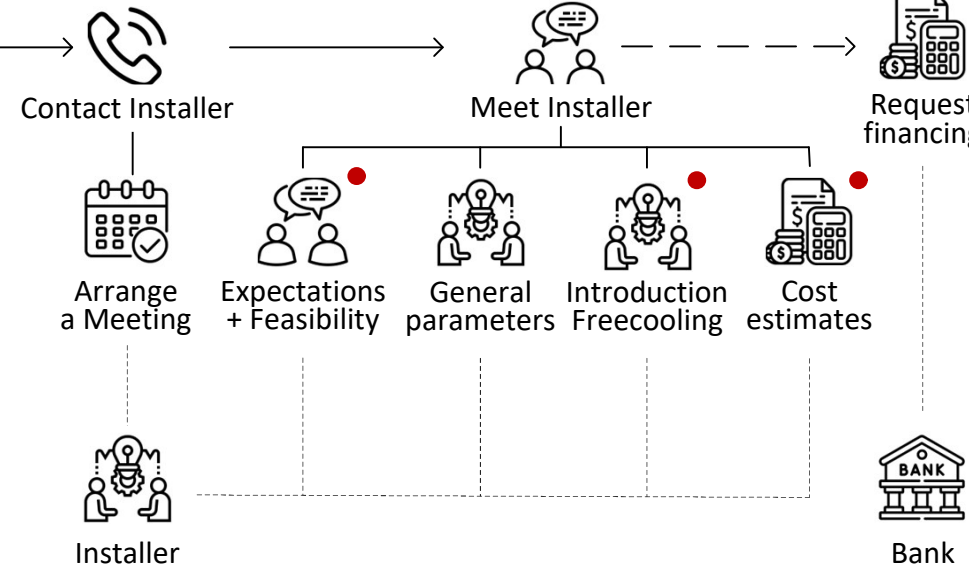
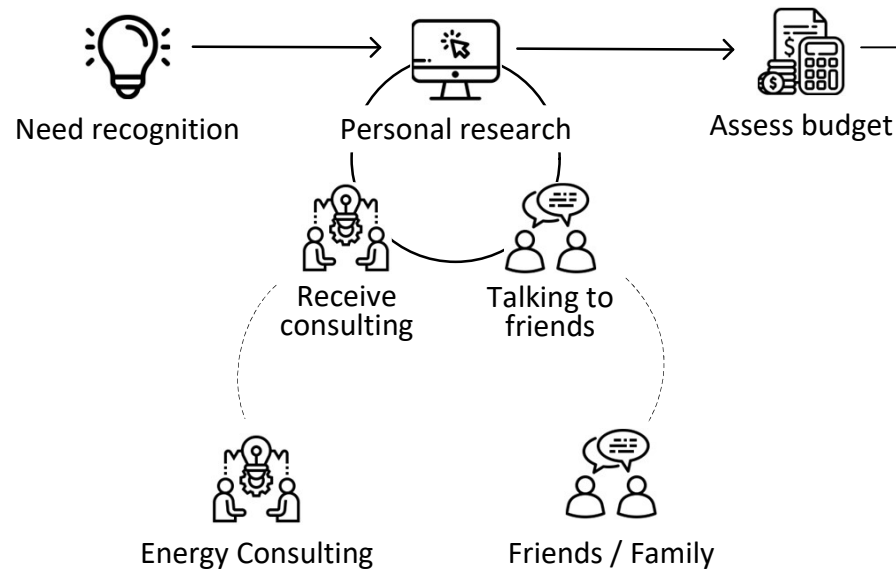
2. Contact

3. Develop

Actions

Partners

Thoughts



4. Planning

5. Install / Set-up

6. Debrief

Actions

Partners

Thoughts

