

Core Lauren Robinson

Soccer Mom and Primary Bill Payer



“I don’t think much about my power bill, but with lots of other bills and three small children, my home needs to be efficient and safe.”

Gender/Age

Female, 37

Online Savvy

8/10

Traits

Busy, handles household bills, comfortable with online payment, avid social media user, worries about safety

Family

Married with children

Access

iPhone and iPad

I pay by automatic draft. It rules.

What do I want?

I’d like to forget about the energy bill. With paperless bills and automatic draft, I know what to expect.

If my bill is adjusted significantly, I want to know why.

I’d like to be informed via email that my bill has been paid.

I only think about you when my bill is adjusted or the power goes out.

I would like to protect my children from accidents involving gas or electricity.

Why do I want it?

I don’t have time to think about this.

I don’t need to think about you. My bill is paid automatically and I get a paperless bill.

I want to check that our usage hasn’t changed dramatically. I might look into ways that could save energy.

Email is reassuring. I won’t really read it, but I’m glad it is there.

My family’s safety is important. However, I do not really understand all the dangers of electricity or gas.

What gets in the way?

My bill has gone up dramatically.

I have no interest in your site. I’ve not been there in over a year.

I won’t go to your site unless prompted.

If your site is hard to use on my smart phone or tablet, I’m not happy.

I don’t even get a paper bill. There is no dialogue between us.

My Tasks

Scan email from my power company.

Unless email informs me about a bill change, I will not read it thoroughly.

Inform them about outages.

If an outage occurs, I will look for a phone number on the site using my smart phone. I prefer to use my phone.

Check my energy usage.

If my bill changes dramatically at the end of the year, I may try to find out (online) what happened.

INTERNAL GOAL: Break through to Lauren about issues and information beyond her bill (especially energy saving or safety programs).