



# Edgardo Gonzales (45)

ADULT CHILD OF AGING PARENT.

## Roles and Responsibilities:

Married and has one child.

Primary caretaker of an aging parent.

## Key Characteristics

Edgardo is in a tough living situation and needs to be able to take care of his aging mother who is ill.

"I worry about my mother constantly. I need to be able to see if she is OK and know immediately if she is not,"

**Peace of Mind**

"Driving back and forth to my mother's house is very time consuming."

**Organization**

"My mother is in poor health. I am the only one right now who can take care of her. I need to know that she is safe, and to get her help if she needs it."

**Safety**

"Money is really tight. We can't afford a live-in nurse or assisted living so I am doing what I can with what little I have."

**Saving Money**

**Adult child of an elderly mother who needs assistance.**

DAY IN THE LIFE:

Edgardo is married to his wife Maria. Together, they have a son named Michael.

Edgardo's mother is old and sick. Ideally, she would live with them, but it is impossible to move her to their house because their house has many stairs. He cannot move his family into his mother's house because it is very small and cramped, and she has too many things.

Edgardo gets up and goes to his mother's house to check on her and make her breakfast before he goes to work. Edgardo is a writer, and lucky for him, his work is flexible with his hours. He has to leave during the day a lot to check on her and take her to doctor's appointments. He is afraid to stray too far from his desk, in case he gets a call from his mother.

At the end of the day, while Maria is tending to Michael, Edgardo is at his mother's house. He feeds her and bathes her and puts her back into bed. Sometimes he will go home to have dinner with his family, only to go back to his mother's house to check on her one last time before he goes to bed himself. All of this is exhausting.

Edgardo wishes that he could have a way to see how his mother is doing during the day when he is not there. He would love to be able to see her and talk to her, and to be able to monitor her health. Ideally they would have her somewhere that she could be watched and cared for, but they can't afford that. They are doing what they can.



GOALS:

I need to save money wherever possible.

FRUSTRATIONS:

These kids leave the lights on all the time! Molly is afraid of the dark and cries if there isn't a light on in her room at night. If I remember to turn it off after she falls asleep, I'm lucky. Otherwise, it's on all night.

We pay to heat/cool the house during the day when we aren't home, and that is so wasteful.

I don't have the time and energy to help my daughter with her homework.



# Dr. Margaret May (38)

MOTHER FAMILY OF FOUR. DOUBLE INCOME, SUBURBAN LIFESTYLE.

## Roles and Responsibilities:

Busy Professional  
Mother of two wife of one  
Shares chores with her husband

## Key Characteristics

Working long hours with a great deal to keep track of. She juggles a great deal.

They can afford to pay a premium to get what she needs done.

Little time and tolerance for fussing with settings.

"I wish my sprinkler system didn't waste water on rainy days. Watering the garden is too time-consuming."

'I need someone to remind me to make appointments and schedule repairs. Even haircuts are a hassle.'

"The kids have to let themselves in the house. I want to make sure I know when they get home, and that the house is secure when no one is here."

"Do I ever forget to turn off the lights?  
I wish I had the luxury!"

**Peace of Mind**

**Organization**

**Safety**

**Saving Money**

**Busy mother of four  
who works outside  
of the home wants to  
keep her family safe  
and comfortable**

## DAY IN THE LIFE:

Margaret and Robert are living the dream. They are both enjoying the height of their careers and life together with a family that includes two children and a dog in a big beautiful home in the suburbs.

**While they are happy, they are also very busy.** They both work very hard and the kids are very active. Sometimes when they work late, the kids have to let themselves into the house.

**The alarm goes off at 5am.** Bleary eyed, the couple stumbles out of bed. Margaret heads downstairs to start coffee and breakfast while Robert gets the kids up to get ready for school.

The kids get dressed and eat breakfast in a rush as per usual. They never want to get out of bed. As Billy opens the front door to head out to the car, he immediately runs back inside for his galoshes and raincoat. Margaret looks out the door at the now heavy rain, and is embarrassed to see the sprinklers are running. She runs downstairs to turn off the sprinklers to not waste any more money. Now, they are really running late! Margaret is irritated before she even leaves the house.

Robert picks up the kids on the way home from work and takes them straight to soccer practice. They don't get home until after 7pm, at which point he and Margaret realize they haven't changed the air filter in far too long, causing the HVAC system to break. Great. Yet another thing to worry about that could have been avoided!



GOALS:

I need to know that my kids and I are safe in the house.

I could really use help getting things done around here.

FRUSTRATIONS:

I am so busy that I have a hard time remembering to do things.

The kids are normal kids, and it drives me crazy that they leave the lights on all the time!



# Carrie Cunningham (24)

SINGLE MOM TRYING TO SAVE MONEY AND KEEP THINGS SAFE.

## Roles and Responsibilities:

Mother of two.

Works multiple jobs to make ends meet

## Key Characteristics

Tired and overworked.

Stresses about money.

“We live in a sketchy neighborhood, so safety in the home is a primary concern of mine. ”

**Peace of Mind**

“I hardly have enough time to help Becky with her homework. That is a huge point of stress for me and a serious blow to my confidence as a parent.”

**Organization**

“We live in a sketchy neighborhood, so safety in the home is a primary concern of mine. ”

**Safety**

“Money is really tight. I can’t justify an expense that doesn’t really pay for itself.”

**Saving Money**

## Single mom working multiple jobs.

### DAY IN THE LIFE:

Carrie is working as an admin assistant during the day and picks up waitressing shifts at night when she can. It's really hard trying to keep everything together since Justin left, not that he was ever much help to begin with.

**Money is tight, but they are getting by.** The kids are doing fine in school. Mary is eight and Molly is six. Carrie is lucky that her mother lives closeby and can help sometimes.

**Carrie's alarm goes off at 6am.** She has to get the girls up and ready for school. It was a rough night because Molly was crying all night afraid of monsters under the bed. This morning, Molly can't find her shoes and Mary reminds her at the last minute that the recital is tonight. Carrie already accepted to take Celeste's shift at the diner tonight and can't make it. Jeez, maybe she can find a replacement, but that's going to be hard. Carrie is so tired she can't remember what day it is half the time.

Mary is trying to find all of her books for school which are strewn about. While helping her, Carrie finds a note from Mary's teacher. Mary fails to do her homework regularly, and when she does it, the marks are not so great. Carrie feels so guilty that she cant' spend more time with her daughter helping her with her homework because she's working so much. But, they really need the money.



GOALS:

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FRUSTRATIONS:

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We pay to heat/cool the house during the day when we aren't home, and that is so wasteful.

I don't have the time and energy to help my daughter with her homework.



# Brian Marshall (26)

TECH-SAVVY AND SINGLE SOFTWARE DEVELOPER LIVING THE URBAN LIFE.

## Roles and Responsibilities:

Software Engineer by trade  
Still getting used to being an “adult”.  
Doesn’t cook too well.

## Key Characteristics

Always wants the newest tech.  
Has disposable income and time.

“I wish I had the ability to feed my cat when I am at the office late.”

**Peace of Mind**

“I can never keep track of what is in my fridge to use it before it goes bad. I waste a lot of food and don’t eat so well because I end up ordering takeout a lot.”

**Organization**

“Privacy is really important to me. I wouldn’t want my passwords getting into the wrong hands.”

**Safety**

“Not wasting food would be a good start.  
I spend a lot on electricity because I have so many things plugged in all the time.”

**Saving Money**

## DAY IN THE LIFE:

Brian is a software developer who just moved to Minneapolis. He doesn't yet have any friends and spends a lot of time either at the office working late or at home. It's hard to meet people because he works so much; startup life is brutal.

**Technology is his passion - it's his job and his hobby.** Brian loves to have the latest in technology. He once got into trouble wearing his Google Glass at the office. He didn't really understand why his coworkers thought it was "creepy". They just don't get him.

**Brian's alarm goes off at 9 which is just enough time to roll out of bed, shower and get to the office.** The Keurig is brewing his cup of coffee, and he has just enough time for a bowl of cereal. The fetid odor of the expired milk makes his stomach turn. Frustrated and grossed out, he tosses the milk and the cereal and goes to the pantry in the hopes of finding something else. A power bar. That will have to do.

He rolls into the office a little after 10am and immediately begins working. At about 11:30 he gets a call from the company delivering some of his new furniture. Crap! Brian forgot that he had to be there to let them in to the apartment. He leaves work to let them in, missing an important meeting. What other option does he have?

Brian works late to make up the time. When he finally gets home, his cat Rockstar is pretty hungry and upset. Brian feeds the kitty, feeling guilty for showing up so late. He orders a pizza since he really can't assemble a meal from what he has at home.



#### GOALS:

I wish I could control some things from my phone. Like unlocking doors or closing windows, for that matter.

I wish I could keep track of what is in my pantry. Seriously, I throw out so much food!

#### FRUSTRATIONS:

I spend a lot on electronics and on electricity.

I spend a lot on wasted food. I don't cook well enough to know if I even can assemble a reasonable meal from the strange things I have in my house at a given moment.

I understand the vulnerabilities that technology introduces. I want to be sure that having such a system won't mean that someone can hack my house and come steal my stuff. Or my cat.