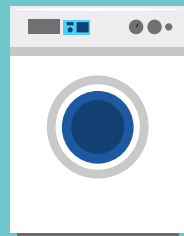


LET'S
**RENOVATE THE
BATHROOM!**

**ON OUR WAY TO A BETTER UNDERSTANDING
OF STRONGHOUSE HOME OWNERS**



YOUR NAME

Interreg
North Sea Region
Stronghouse
European Regional Development Fund



INTRODUCTION

The assignments in this booklet prepares you for the

User Centered & Agile approach Workshop on March 18 2020.

The workshop will be an interactive explaining by doing experience. To get things started we will kick off with a task:

RENOVATE THE BATHROOM!

Print this booklet and take time to complete these assignments.

Don't wait until the last moment, try to complete the assignments during the coming week.

It is important to know that we are looking for your experiences and your opinion. So there are no right or wrong answers!

Why we do this

We hope that this assignment helps us in understanding the different drivers of home owners to invest in energy renovation and or renewable energy sources.

Regional differences can become visible, which can be the starting point for transnational learning. Finally, we also hope that this assignment helps us in getting to know and understand each other as Stronghouse partners.

If you have any questions, please do not hesitate to contact us. Don't forget to bring this booklet to the training.

Goodluck!



QUESTIONS?
MICHAEL@DOMMERSHUIJZEN.COM
+31 6 4086 8462

WHO ARE YOU?



Name

Age

City of residence

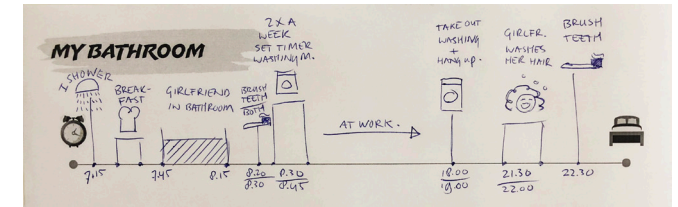
Country

I am working on housing projects since

I am working on sustainability projects since

Other things people should know about me

MY BATHROOM



STEP 1

What are the things you and your household do or are happening in your bathroom on a daily basis?

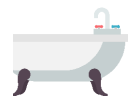
Draw this in the timeline above. In the right top there's an example as a reference. Below some inspiration.



STEP 2

What are positive and negative moments in your bathroom?

Emphasize positive moments with a plus and negative moments with a minus.



STEP 3

What do you like about your bathroom and what not?

You can write down functional things as well as what it looks like.

Likes

Dislikes

IF YOU WOULD RENOVATE YOUR BATHROOM

WHAT IS IMPORTANT FOR YOUR NEW BATHROOM

On the lines below you see contrasting values. What is more relevant for you? Indicate with a **X** on every line.

PLEASE
FILL IN!

- | | | | |
|------------|--------------------------|--------------------------|-------------|
| compact | <input type="checkbox"/> | <input type="checkbox"/> | spacious |
| simplicity | <input type="checkbox"/> | <input type="checkbox"/> | frivolous |
| neutral | <input type="checkbox"/> | <input type="checkbox"/> | colourful |
| timeless | <input type="checkbox"/> | <input type="checkbox"/> | trendy |
| elegant | <input type="checkbox"/> | <input type="checkbox"/> | robust |
| notable | <input type="checkbox"/> | <input type="checkbox"/> | mainstream |
| affordable | <input type="checkbox"/> | <input type="checkbox"/> | luxurious |
| luxurious | <input type="checkbox"/> | <input type="checkbox"/> | sustainable |

INSPIRATION

Try to find inspiration for your bathroom.
Think of what would absolutely need to be in your new bathroom.
Bring prints from bathrooms you like, make a list or draw your bathroom!

LET'S EMPATHIZE!



WHAT DOES DONALD TRUMP FIND IMPORTANT?

On the lines below you see contrasting values. What is more relevant for the Don? Indicate with a **X** on every line.

PLEASE FILL IN!

- compact _____ spacious
- simplicity _____ frivolous
- neutral _____ colourful
- timeless _____ trendy
- elegant _____ robust
- notable _____ mainstream
- affordable _____ luxurious
- luxurious _____ sustainable



WHAT DOES GRETA THUNBERG FIND IMPORTANT?

On the lines below you see contrasting values. What is more relevant for Greta? Indicate with a **X** on every line.

PLEASE FILL IN!

- compact _____ spacious
- simplicity _____ frivolous
- neutral _____ colourful
- timeless _____ trendy
- elegant _____ robust
- notable _____ mainstream
- affordable _____ luxurious
- luxurious _____ sustainable

YOUR TARGET AUDIENCE

WHAT DO YOU KNOW ABOUT YOUR TARGET AUDIENCE?

The better you know your audience, the better you can help them. You might have used interviews, surveys and tests to get to know them or you may use them in the future. If you can use existing insights or make an educated guess!

How do you think your (main) target audience identify themselves and their household?

Relationship status

- Couple Couple with kids Single It's complicated!

Social status

- Middle Class Urban Professional Involved in local community Yoke

Work/career

- Young professional Mid Career Entrepreneur Retired

Handling money

- Spends easily Somewhat conscious Conscious saver Uncle Scrooge

Open towards new ideas and innovation

- Innovator Early adapter Early majority Late majority Laggard

Sustainable awareness

- Not at all Somewhat aware Quite aware Breathes sustainability

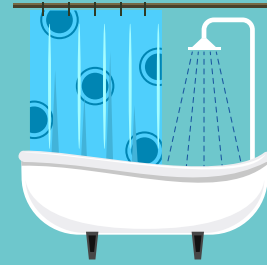
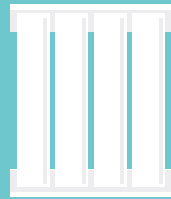
How does your target audience feel about their relationship with the neighbours?

Please fill in below

SOLUTIONS...

WHICH SOLUTIONS DO YOU ALREADY HAVE FOR YOUR TARGET AUDIENCE?

Please list below the solutions you are working on or you plan to work on.



SEE YOU
MARCH 18TH!

