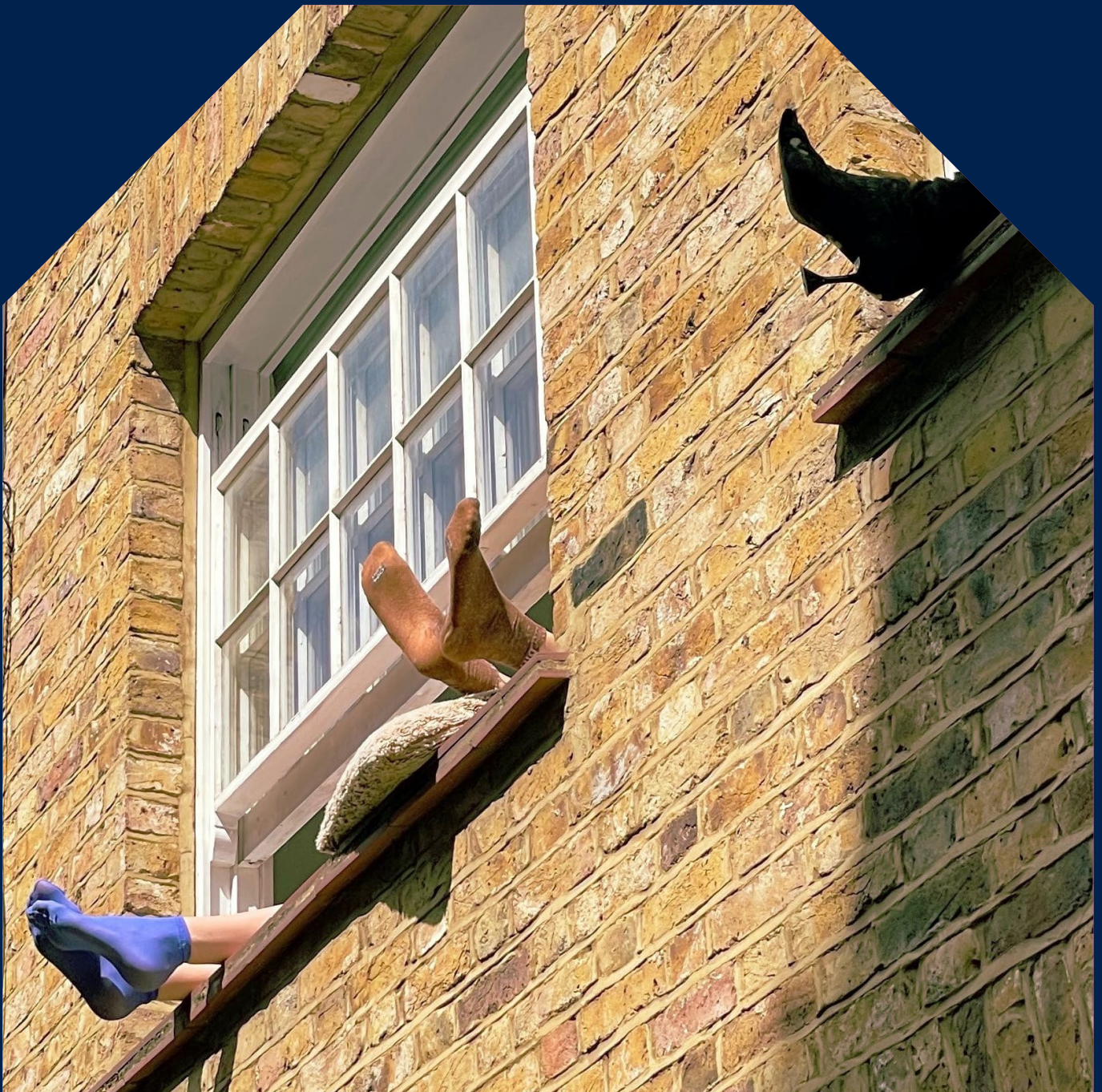


# Personas

Current and prospective heat pump adopters.  
December 2021



# Who are we innovating for?

**We all have different motivators and barriers in our adoption of new technologies. Following a series of interviews with actual and potential adopters of heat pumps, we've developed three personas that represent householders who might get low-carbon heating soon. As we further our work on the adoption of heat pumps, these personas help define areas of additional research, focus interventions and ensure users remain at the centre of the design process.**

[Nesta and the Energy Saving Trust are collaborating](#) in order to better understand the current landscape around heat pump adoption, and identify the directions it will take in the future.

As we build an understanding of the process of people adopting heat pumps, we must consider the goals, circumstances and challenges that individuals may encounter in the process. Our research revealed recurring themes across users, which allowed us to group users based on common characteristics. These groups formed the basis of our personas.

Personas are a popular device in design and innovation. They are used to illustrate archetypal users and help to ensure the development of products and services that are focused on specific needs and desires. We're using these personas to gain better insight into users' individual circumstances, to better understand barriers and to build empathy with potential adopters of low-carbon heating. The personas also help us to share our findings in an accessible way.

Being as specific as possible about individual goals will allow us to better tailor our innovations. The personas are hypotheses, an assemblage of research conducted by various members of the sustainable future team. They are built on findings from observational research and interviews with heat pump engineers, adopters and prospective users.

These personas will be valuable in defining our areas to investigate and develop ensuring that the user remains at the centre of our work. They're intended to be iterative, so we'll be continually updating them as we become more aware of the challenges individuals face in adopting heat pumps.

The personas are freely available, and we welcome their adaptation and use by others working in the domain. If they've been useful to you, we'd love to hear about it.



**Andy Marsden**  
Designer, A Sustainable Future



## Persona 1

# The savvy, climate conscious early adopter.

Environmental  
Conscientiousness



Thought  
Leadership



Acceptance Of  
Risk



Financial  
Independence



Astute  
Consumption



1 2 3 4 5

This persona has recently fitted solar PV, they are familiar with the government incentives available, and comfortable sourcing quotes from suppliers for technical work around the home. They want to run their home in the lowest cost and most environmentally friendly way possible.

They have the capital to pay for upfront costs but want to ensure the switch makes financial sense. They are tempted by attractive terms, such as 0% loans or similar.

### Goals

- To future proof their home.
- To reduce their home's reliance on the grid.
- To reduce monthly bills.
- To make use of time of use tariffs, home battery storage or solar PV.
- To make environmentally sound decisions.
- To ensure compatibility with other green home technology.

### Barriers

- Lack of trusted tradespeople.
- Difficulty in understanding necessary adjustments to home.
- Uncertainty around monthly costs.
- Uncertainty around their home's suitability for an air source heat pump.



## Persona 2

# Risk averse, long term thinking homeowners.

**Environmental  
Conscientiousness**



**Thought  
Leadership**



**Acceptance Of  
Risk**



**Financial  
Independence**



**Astute  
Consumption**



1 2 3 4 5

This persona looks to make the prudent choice in terms of long term value. They have the means to fund an install and but keep a close eye on monthly bills.

They're considering an electric vehicle and believe their home heating should also be electrified. Their awareness of heat pumps has risen slightly due to prominence in the news. Their boiler is ten years old and they wish to switch before it breaks down, forcing a distress purchase.

### Goals

- To replace their old boiler.
- To learn more about time of use tariffs, as they're thinking of purchasing an electric vehicle.
- To make the right long term decision for their home.
- To make the right decision to keep monthly bills manageable.

### Barriers

- Concern about making the wrong decision and expending time and effort on the wrong technology.
- The time it take to get a heat pump installed.
- Finding an installer willing to quote.
- Getting the right information.
- Understanding the possible funding streams.



### Persona 3

## The frustrated & confused.

**Environmental  
Conscientiousness**



**Thought  
Leadership**



**Acceptance Of  
Risk**



**Financial  
Independence**



**Astute  
Consumption**



1 2 3 4 5

This persona is aware there are changes ahead and frustrated by their perception that there is no clear message as to which path to take. Their tolerance to risk is much lower than personas 1 & 2 and they're much less financially independent.

They're becoming more aware of their contribution to carbon emissions and have also been influenced by pester power from their kids.

The decision needs to make sense and they would need to think carefully about how to make the switch as this is a big financial outlay for them.

#### Goals

- To adopt technology that is hassle free and smart.
- To identify a long term solution, something they can forget about.
- To future proof their home.
- To be well informed about long terms changes.
- To take advantage of any available funding.
- To balance economic viability with environmental impact.
- To find out more about time of use tariffs or green tariffs.

#### Barriers

- Conflicting information.
- Lack of real life, relevant examples of air source heat pumps .
- Difficulty in finding funding options.
- Perceives a heat pump to be a risky change from their gas boiler.
- Difficulty finding concise information.

**These personas are freely available, and we welcome their adaptation and use by others working in the domain. If they've been useful to you, we'd love to hear about it.**

Nesta - A Sustainable Future

