

BETTINA — THE LIFE COACH

Bettina is a 50 yrs old life coach, mother of three, who lives and works self-employed in Burghausen.

Behaviour & Attitude

It's important for me that artisans get by with their work and can feed their families, I loathe black labor as much as price dumping, but also I'm against receiving bad, sloppy work.

Needs, Goals & Motivation

With our house we bought in 2012 there is always something to maintenance and repair. As we were renters it was easier to order the hirer when something was broken. Our youngest daughter soon will be moving out as the last of the three ladies by starting studying and then the house is too big for my husband and me. We think about selling it in a few years, the prices on the market are pretty good, but nevertheless we're exerted to keep it up in a good manner.

Frustrations

In my circle of friends I heard a lot about unskilled personnel, black labor, bad work, unjustified prices and me myself did also have bad experiences with artisan's services, long waiting periods and quarrelings.

Everyday activities

I do Yoga nearly every day and engage with psychology a lot due to my job as a life coach. Elsewise I read a lot, I'm painting and I'm member in the church choir.

Quotes

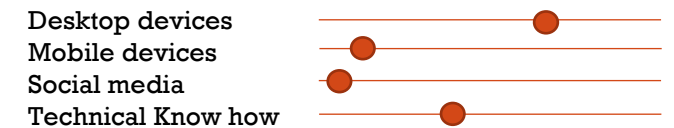
„I DON'T WANT
TO EXPLOIT
SOMEBODY“

„I'M A LITTLE
NEWBIE IN THE
FIELD OF USING
SMARTPHONES.“

„I made bad
experiences with
artisans“



Device & Internet Usage



ALEX — THE BUSY FATHER

Alex is a 46 yrs old worker in the food industry, father of three, who lives and works in Wasserburg.

Behaviour & Attitude

My life changed rankly by getting father, it turned my world inside out and upside down and also the speed – 3 kids in 3 years was not planned that way. But what are plans – in today's time, which are agile and VUCA it's more important to react flexible to changing circumstances and to adapt to changes.

Needs, Goals & Motivation

We're relocating at the moment as the flat is getting too small with three kids now. For a relocation You need several different artisans. Walls have to be painted, the floor has to be grinded, the kitchen has to be rebuilt in the new house, and of course we need helpers to carry all the furniture and relocation-cartons. Also the heating in the new house has to be repaired.

Frustrations

For every topic I need absolutely experts, I can rely on. Unskilled personnel would increase our problems. By being very busy with the relocation, my job and three children, my time for engaging with new apps, who could help me is very restricted.

Everyday activities

With three little kids (3,2,1) the possibilities for hobbies etc. are restricted. I go to work every day, in the evening I engage with my kids before they go to bed. In the evening I'm glad to watch a film with my wife or if we find a babysitter we take the liberty to eat out.

Quotes

**„NOBODY
YELLS
HURRAY!“**

**„Who saves
money, spends
twice“**

**„It plays a roll, if it is for
our own house or for a flat
for rent“**

**„It's more important to
adapt to changing
circumstances than to
make plans.“**



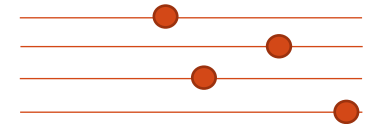
Device & Internet Usage

Desktop devices

Mobile devices

Social media

Technical Know how



TOM – MOVING OUT

Tom is 23 yrs old. He just moved from the outback to Munich in his first own flat. He works as a responsible for taxes at municipality.

Behaviour & Attitude

I'm really happy at last moving out from my parent's place. Starting my life in Munich is very exciting for me. Living in the outback was too boring for me, also I need the action of a city and overall it's time to start my own life.

Needs, Goals & Motivation

I'm relocating at the moment. I want to care for my stuff on my own, so I'm looking e. g. for an artisan who can connect my dishwasher or see, if I'm capable to do the job on my own.

Frustrations

I have no experiences at all with ordering an artisan, so now I'm „just looking“ and see what happens.

Everyday activities

Beneath working and doing plans of furnishing my shared flat with my BFF I search for first contacts in Munich, go out partying

Quotes

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ARTISANS

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„I need the action
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„It's time to start my
own life.“



Device & Internet Usage

