


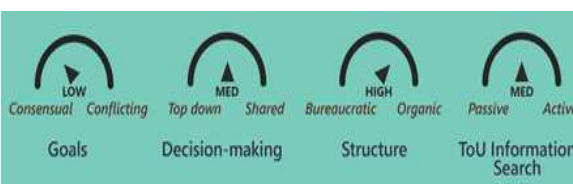

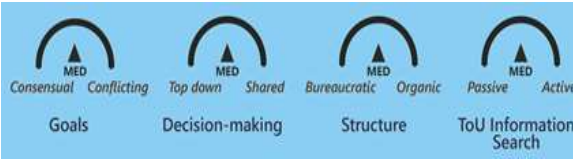

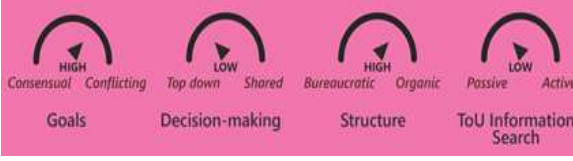

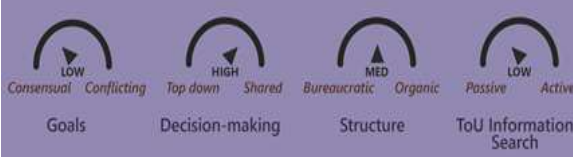




Table 7: A Summary of Segments and the Value Proposition for Each

Description	Defining Criteria	Goals	Barriers	Value Proposition
 <p>In my household, we work together for common goals. We know what we are doing and have rules to guide us. Technology assists us with our way of doing things.</p>		<p>Consistency, Efficiency, Stability</p>	<p><i>Needless complications, constant change, threats to our established ways.</i></p>	<p>Technology that manages pricing signals not only saves us money, it keeps us on track with minimal disruption.</p>
 <p>In my household, we each have expert roles in finding information to make household decisions. While one person tends to be in charge, we are flexible enough to adapt. We like to use technology we trust and can control.</p>		<p>Expertise, Control, Ease</p>	<p><i>Roadblocks, failing to acknowledge our expertise, needless change.</i></p>	<p>Technology that manages pricing signals not only saves us money, it puts the power in our hands.</p>
 <p>In my household, we take turns in leading the decision-making. We wait for a problem to occur before making changes because we are busy. Technology assists us to ensure harmony.</p>		<p>Convenience, Flexibility, Harmony</p>	<p><i>Too much effort, needing to monitor, solutions that don't consider all of us.</i></p>	<p>Technology that manages pricing signals not only saves us money, it keeps us organised to meet our changing demands.</p>
 <p>In my household, we don't have a lot of rules. We share decision-making and everyone gets a say. We like technology to be fun and to support our flexibility.</p>		<p>Freedom, Entertainment, Equality</p>	<p><i>Needless restrictions, boredom, solutions that favour authority figures.</i></p>	<p>Technology that manages pricing signals not only saves us money, it gives us the freedom to enjoy life together.</p>
 <p>In my household, we are all engaged and we like to figure things out for ourselves. We don't actively seek information unless a problem arises, and we trust in our ability to control technology.</p>		<p>Comfort, Mastery, Empowerment</p>	<p><i>Too much effort, not enough power (when we want it), single-option solutions.</i></p>	<p>Technology that manages pricing signals not only saves us money, it serves us. Because we've got better things to do.</p>
 <p>In my household, we are all independent and we like to figure things out for ourselves. We actively seek information before a problem arises; and we trust in our ability to control technology.</p>		<p>Independence, Mastery, Empowerment</p>	<p><i>Roadblocks, not enough power (when we want it), single-option solutions.</i></p>	<p>Technology that manages pricing signals not only saves us money, it makes us the masters of our environment.</p>