

Derek

Confident & Capable at DIY

“I love DIY. It’s like an achievement I can look back at and say, I did that. I’m trying to teach my son as well.”

I’m career-driven, with three young kids and a wife to look after. I’m so busy with work and the family that I never have time to myself. This is something I’d like to change. I’m a dedicated family man and I live for the weekends when I can spend time at home.

DEMOGRAPHICS

Age : 50

Status : Married

Profession : Office manager

Lives in : Hertfordshire,
4 bedrooms
Detached house

GOALS

We’re re-tiling and re-flooring the bathroom in our home. They’re worn out after years of wear and tear.
We want to complete our family bathroom project with minimum disruption to our daily life and have a nice refurbished family home.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Confident and capable – within certain known activities

PAIN POINTS

- Time Poor
- Puts off getting started
- Struggles to keep track of what tools he already owns

ENABLERS

- Full toolbox
- Owns a car
- Knows tried & tested tradesmen
- Has a high level of confidence

BEHAVIOURS

My wife and I both get involved with DIY when there are aesthetic decisions to be made, but she leaves it up to me when it gets more technical.

My kids mostly struggle to engage, though for some reason they like picking paint colours.

DEVICES

- Windows Laptop
- Android phone



Alice

Novice DIYer

“We don’t do ‘proper’ DIY, but we’re constantly buying new things for the house. I usually get a contractor to build it.”

Me and my fiancé are building our dream flat. I probably like to imagine when I’m buying things that I could do anything, but generally there’s a reality check when I get them home. I work with a contractor to accomplish the things I’m trying to achieve.

DEMOGRAPHICS

Age : 30

Status : Engaged

Profession : Marketing executive

Lives in : Marseilles, France
2 bedroom
Apartment

GOALS

I’m putting in my dream bathroom. I’m constantly looking online for inspiration and for the perfect tiles, curtains, flooring and fittings. I really want my bathroom to look and feel premium and high end.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Comfortable constructing flat-pack furniture but not much more

PAIN POINTS

- Limited knowledge & vocabulary
- Struggles to seek out complex product names in DIY shops
- Poor relationship/trust with contractor(s)

ENABLERS

- Enthusiastic and engaged
- Willing to spend time seeking out the right products
- Sure of her aesthetic tastes

BEHAVIOURS

My builder gives me a shopping list and I have to go and ‘make it real’. But he gives me unhelpful suggestions that are even too vague or too specific, and I can’t always trust that he is factoring in my budget.

DEVICES

- Macbook Laptop
- iPhone phone



Marion

Confident but lacks DIY skills

“The house is never perfect for me – just as one project ends another one starts. I usually start online, but I find products by accident while out shopping.”

I’m a single mother of two. The kids keep me occupied when I’m at home, and I’m feeling a bit stretched financially. It’s a bit of a struggle but I manage. For me, DIY is a way of giving something to my kids – a beautiful home to grow up in.

DEMOGRAPHICS

Age : 43

Status : Single

Profession : Florist

Lives in : London
2 bedroom
Semi detached house

GOALS

I’m sick of the look we’ve had since me and my ex-husband moved in. I want to re-paint, and change the lighting and curtains and give the place a fresh new look.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Confident and enterprising, but limited skill & experience

PAIN POINTS

- Limited tools & DIY materials
- Projects have low momentum
- Solo adult decision-maker and participant in home improvement projects

ENABLERS

- Relatively time rich
- Sure of her aesthetic tastes

BEHAVIOURS

My kids: Take an interest when it’s to do with their rooms, but less so communal areas; they like shopping with me and helping pick products.
My mum: Has great taste and helps me choose when I’m out with her.

DEVICES

- Windows Laptop
- Windows phone