



Brian Bæk – DIY Enthusiast & Weekend Renovator

Age: 38 | Location: Hillerød | Works as a school teacher | Married, two kids

Bio: Brian loves tackling home improvement projects on weekends, from building garden sheds to fixing up furniture. He often rents tools from FOG to avoid buying expensive equipment he rarely uses. However, he finds it frustrating when he arrives at the store only to discover the tool he needs is unavailable or when rental terms are unclear.

Motivation:

- Wants to plan his projects in advance and secure the right tools.
- Wants clear information about tool specifications and usage.
- Wants a simple, fast booking and pick-up process.

Pains:

- Uncertainty about tool availability.
- Rental process feels time-consuming with too much paperwork.
- Limited guidance on tool usage and safety precautions.

User Stories:

- As a weekend renovator, I want to see real-time availability of tools, so I can plan my project without delays.
- As a customer, I want to book and pay online, so I can save time in-store.
- As a DIY enthusiast, I want to access quick video guides, so I can use tools safely and effectively.
- As a planner, I want to receive reminders before my rental ends, so I avoid late fees.