



# Home-In-A-Box

Home-In-A-Box is a company that assembles parts for custom tiny homes for the customer to build themselves.

The aim of the Home-In-A-Box company is to provide customers with an affordable, easy, and custom tiny house experience while still preserving the enjoyment of building it yourself - even with little to no experience. The staff at Home-In-A-Box are trained in order to provide the best advice and guidance in designing and constructing the perfect tiny house for the customer, while still preserving safety and convenience in all manners of construction. The base model of Home-In-A-Box's product contains most of the parts necessary to begin the building of your tiny house, and all parts that are not included, such as lumber and other larger materials, can be bought at a standard hardware store. The box also contains detailed instructions on the optimal construction of the tiny house, and employees are always on call to answer any questions about construction that the customer may have.

## Personas

### The Novice

The novice has interest in building a tiny house, but has no experience.

### The Employee

The employee has extensive knowledge of safe building and design practices.

### The Expert

The expert already has extensive building knowledge, but likes the convenience of our product.

## Comps

