

Let's DIY

by



Paul Verdure | Arnaud Didier | Franck Cario | Vincent Doree | Lucille Bernade



PAUL - 33 year old

Web Developer

In couple waiting for his first child

Project : Bedroom renovation

THE BEGINNER

MAIN PROBLEMATIC

I need to be reassured about my project, what I need to do, what I need to buy.

“Finally owner with my wife, we bought a new house, but there are some works to do inside...”

”

NEEDS

Needs more **guidance to choose his products** with the best value for money

Needs **simple but exhaustive product informations**

Needs to feel **part of a community** that help each other to learn and do

FRUSTRATIONS

Feel forced to **create an account**

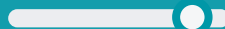
Are we sure all the **products are compatible** ?

Difficulty to find advice i need, **no easy / fast access to guides** or help

DEVICE



DIGITAL EASE



ATTRIBUTES

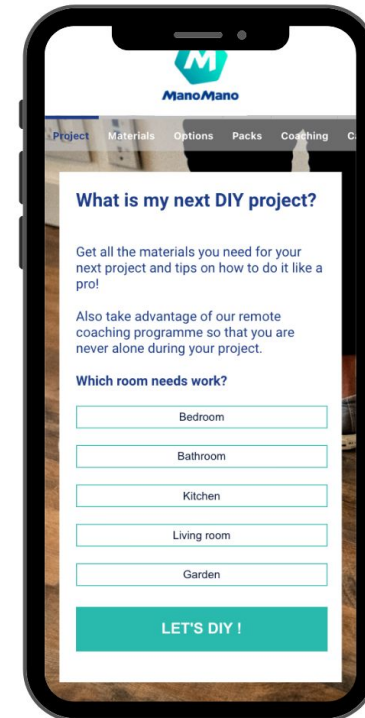
Autonomous

Limited budget

Lack confidence

Démonstration

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