

DIYer Diane



Background:

- College graduate
- Hard working
- Enjoys having tranquil spaces to relax

Demographics:

- 27 year old Female
- Dual Family income of \$105k/yr
- Lives in a single family home in the suburbs of a large city

Identifiers:

- Loves doing projects herself
- Takes pride in what she has created
- Skilled at breaking large projects into simple tasks

Simple/Complex Task: Fill out budget plan for project / Compare estimates to verify if project scope is reasonable

Contractor Carl



Background:

- Self-employed
- Dedicated to his craft
- Runs a small crew of laborers to complete renovation projects

Demographics:

- 47 year old Male, married
- Self-employment income of \$70k/year
- Lives in a small ranch home in the rural midwest

Identifiers:

- Wants to provide good values to his customers
- Easy going and communicative
- Responsible and dependable

Simple/Complex Task: Input estimate results into website / Determine if estimate is reasonable