



NICOLE TRAVIS

48, Los Angeles

Accounting Department Manager

• **STATUS**
Married with kids

• **SALARY**
\$92K

• **EDUCATION**
Master / Accounting

• **ARCHETYPE**
Mix of Caregiver,
Advocate, Creator



PERSONALITY

- Leading
- Detail oriented
- Creative
- Conservative



BIO

Nicole is a busy professional, she is married and has two children. She has been watching DIY home improvement videos and got excited about making some changes to her home to make it look more modern and welcoming at the same time.

Outside of the office she's a caring mom and very committed to her family. She enjoys reading designer blogs and will sometimes go to designer-related shows.



Motivations

SHOW PROJECT TO FRIENDS

COMFORT LIVING

SELF ACCOMPLISHMENT



Goals

- To have her home look exactly like what she envisioned
- Experiment with different designs before she will make a final decision about renovation.



Frustrations

- Thinks that she can't afford a designer's help
- Hard to visualize her project ideas and meet outcome
- Struggling to express and convey the design concept to the contractor

"I want to see how it will be looks like before I will decide to move forward"

Behavior

Optimizing company budget

Watching new design trends

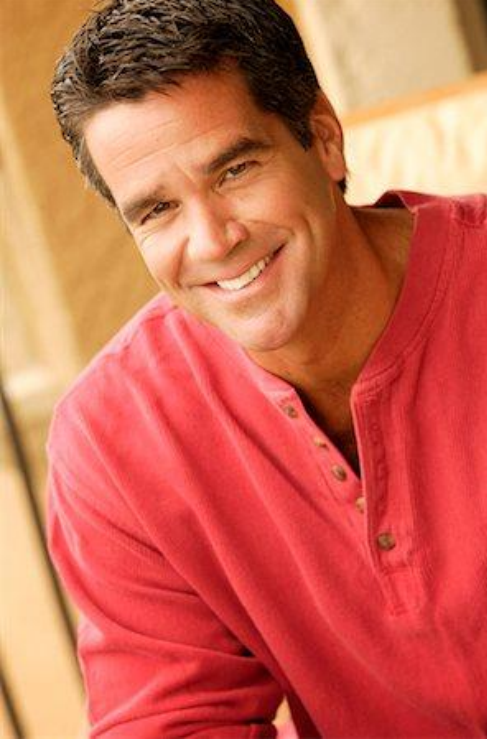
Family

Sport active

Enjoying reading novels, when has time

Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- FAMILY
- NEW TECHNOLOGIES
- NEW TRENDS IN DESIGN



JAMES WILSON

42, Boston

Product Owner / Project Manager

· **STATUS**
Married w/o kids

· **SALARY**
\$125K

· **EDUCATION**
BA

· **ARCHETYPE**
Mix of Explorer,
Creator, Ruler

PERSONALITY

- Leading
- Interviewing
- Design Thinking
- Empathy driven
- Researching

BIO

James and his wife just married and moved to the house he bought before the marriage. Both of them wants to have a new look of their house. James has a high standards and nice taste in life, but has no ideas when it comes to the home redesign and renovation .

Motivations



Goals

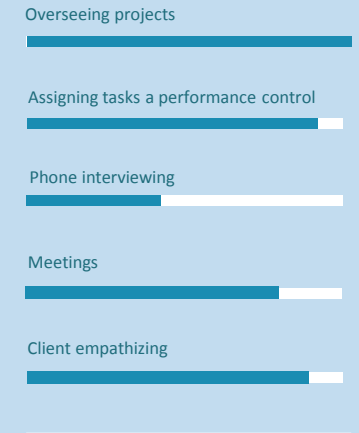
- To have his home look more modernistic
- Wants to see how it will be looks like, before making a decision
- Contact an expert to have an advice on his home project
- Ensure, the new home design will be appreciate by family, friends and neighbours

Frustrations

- Too many options are available for design, doesn't know where to start.
- Hard to visualize the project and meet outcome
- Thinks that the cost of professional designer is way to high for him

"I love to design, but also want some opinions from my friends and family, and from expert/s as well."

Behavior



Client empathizing

Influences

- CREDIBILITY
- BLOGS/ FORUMS
- TECHNOLOGY
- DECISION PROCESES
- FAMILY

User Journey Map. Personas: Nicole and James

Negatives: ●

Improvements: ● ●

Goal: Experiment with different styles and designs before making a final decision about renovation.

	Action	Task List / CRM	Feelings	Improvement Opportunities
Trigger Points	Multiple advertizing sources (email, soc. media, online ads, word of mouse, etc.)	Review different ad materials and sources	Optimistic, Overwhelmed , Excited	Create targeted campaigns, based on user online activities and interests
Inspiration & Discovery	Online research, customer reviews & testimonials, videos	Created list of online solutions and local designers, researched (“+”s and “-”s)	Tired , but still excited	Would be nice to have comparison chart/s for software, designers, online solutions
Ideation	Looked through multiple projects & got the overall idea of what do we want	Find general source, select what to redesign, find photo and video ideas, wrote down what we like and dislike	Overwhelmed , Excited, Tired	Preliminary questionnaire should be implemented (limit number of options w/ option to increase #s)
Research Design Options (online and / or hire designer)	Checked different online solutions, software and local designers (“+”s and “-”s)	See samples of work, read testimonials, check overall rating	Too many offers, not sure who to trust, overwhelmed, stressed	Create comparison chart/s for software, designers, online solutions
Engage in Self Design Option 1	Downloaded and installed software (tried multiple)	Read instructions, upload photos, play with features, look for the answers for our questions	You have to know how to work w/ software features, very complicated , if no skills	Limit number of features for basic users, video and photo hints, photo-samples, make it more intuitive
Engage with Designer Option 2	Contacted couple different local designer	Called, left voicemail, spoke w/ designer, sent email, meet designer, collected info needed for designer, sent info to designer, back and force communication	Too much Overwhelmed Tired Exhausted	Online prep and contact forms Online questionnaire Online appointment schedule setup
Budgeting	Decided with what budget we want to work on design	Look 4 different prices online, ask friends & family, decided we want to pay	Excited & Optimistic	Create different packages for different budgets
Planning and Selection	Selected only necessary features we want to be designed	Limit the number of features Trying to stay in budget	Too many technical questions from designer, software even more complicated , w/o proper knowledge	Give try out option for online Advice on suppliers and contractors, if needed Give a bit extra at no cost
Decision making process	Reviewed multiple options, and had chose couple options	Consulted w/ friends and family	Excited & Optimistic	Provide free consultation with expert, if signed in.
Approval	Signed off on just one option	Software – N/A Designer (signed docs in the office)	Software (not sure) Too much headache	Soft (get expert opinion) Online sign form
Product Receiving	Received the final design	Soft (saved the option we like) Designer (hard materials, online photos)	Finally ..., almost happy and almost satisfied	Follow ups, changes if not completely happy, referral progr.

1. Competitive audit goal(s)

The goal of this audit was to understand the various desktop and mobile apps features currently available in the marketplace and to see how some or all of those features could be improved for the main purpose of exterior home design and remodeling.

2. Who are your key competitors?

ProVia is an online design tool, that helps users visualize their design ideas for home exterior, also custom design from expert can be ordered separately.

Brick & Buatten is an expert designer service provider for home design and remodeling.

Balbes Custom Building is a construction company, who works on the local market only and as a part of the service they provide home design and remodeling, if construction service ordered.

Jake Ryan Landscaping Group is a landscape and hardscape service company (design service is a part of complete landscape and hardscape service order).

3. What are the type and quality of competitors' products?

ProVia - is a small company direct competitor who targets home owners in general, this company is providing dedicated (expert) design services with option "do it yourself" design online tool.

Brick & Buatten - is a small company direct competitor who targets home owners in general, this company is providing dedicated (expert) design services only.

Balbes Custom Building - is a small company direct competitor who targets only local home owners who needs repair, remodel or addition/s to the house.

Jake Ryan Landscaping Group - is a small company indirect competitor who targets only local home owners who need new landscape and/or create or update existing hardscape.

4. How do competitors position themselves in the market?

ProVia is comparably new tool for exterior design solution on the market with a small market share with ability and hope to grow

Brick & Buatten is an established exterior and interior design company. As the leaders in exterior design, we've helped thousands of clients make their dream home design a reality. We've created an effective virtual design process that's simple for our clients. Plus, we only recommend products that we know and trust, from the highest quality vendors.

Balbes Custom Building is an established with long history local company, mostly advertising online for local market, has completed several hundred projects over 20 years period. Nominated by local magazine as a "Best Houz (name of magazine) of 2015, 2016 and 2017"

Jake Ryan Landscaping Group is a small established business, who claims to be one of the best in local communities, with years of experience.

5. How do competitors talk about themselves?

ProVia Our team has always welcomed opportunities to prove that we meet the highest standards in quality, service, and customer satisfaction. We have never been satisfied to merely meet standards and expectations; rather we strive to exceed them, thus setting a higher standard for all. We desire this philosophy to be evident throughout our organization, and truly communicate our core beliefs of serving others and being Christ-like in our daily actions.

Brick & Buatten Our mission is simple... brick & batten exists to empower clients to make informed decisions regarding their home's exterior and create lasting value.

Balbes Custom Building Balbes means experienced crews, direct communication with the owner, and stunning results for your West Bloomfield area home.

Jake Ryan Landscaping Group - Get outside, find your peace and let us be your premier outdoor landscaping service providers!

6. Competitors' strengths

ProVia strengths include:

- Accessibility - perfect
- Nice brand identity
- Very descriptive

Brick & Buatten strengths include:

- Use of visuals to complement text and layout
- Accessibility - perfect
- Nice brand identity
- Very descriptive

Balbes Custom Building strengths include:

- Very descriptive

Jake Ryan Landscaping Group strengths include:

- Very descriptive

7. Competitors' weaknesses

ProVia weaknesses include:

- Complicated and confusing design tool
- Portfolio view and Photo uploading can be done only after registration
- No option for overall photo with all the changes

Brick & Buatten weaknesses include:

- No design tool

- Overwhelming number of questions from design experts
- Poor CRM

Balbes Custom Building weaknesses include:

- Boring website
- Design can be done only of order construction services
- Very Long process
- Poor Brand Identity
- User flow could be improved
- Navigation “burger” menu doesn’t work
- No action points

Jake Ryan Landscaping Group strengths include:

- Boring website
- Design can be done only if other services ordered
- Poor Brand Identity
- User flow could be improved
- No action points

8. Gaps

Some gaps we identified include:

- Complicated design tool
- Confusing CRM
- Too much information and unnecessary details
- Complicated verification process
- No option to share the design with friends or family

9. Opportunities

Some opportunities we identified include:

- Make a simplified and intuitive version of design tool
- Create convenient navigation and dashboard
- Provide only necessary information for description (the less - the better)
- Simplify verification process
- Add feature for sharing with family and friends
- Add microphone and screen reader features (for more accessibility)