Comparer

Recommendations

Goals/Motivations
They want to...
- Compare prices
- Directly compare product/service features
- Find the best product/service that has the most value to them
- Put in the time to solidify their decision

Frustrations/Pain Points
- Don't know what they want
- Unclear/incomplete information
- Too much information/information overload
- Lack of transparency
- Unclear/unhelpful comparisons

OR

Frustrations/Pain Points
They are affected by...
- Not knowing what they want
- Unclear/incomplete information
- Too much information/information overload
- Lack of transparency
- Unclear/unhelpful comparisons

Behaviors
They are...
- Open minded
- Skeptical
- Interested in the details

Traits
They are motivated by...
- Checking multiple sources
- A product with good value
- Doing a lot of research

Goals/Motivations

Look further into products/services
- It is generally aware of what they are looking for, but trying to identify who offers that.
- I've heard about this brand, is it really as good as it's advertised?
- I want to access important information for multiple brands quickly

Have a place to go to for a lot of information
- they want to make sure they have all the options
- comprehensive knowledge in one place

Compare prices
- Find if the price difference makes sense with the feature differences
- Get a quick idea of how prices compare
- Can I achieve my goal at a lower cost?
- Likely price sensitive
- I don't want to pay too much for a feature I don't need
- Why does X cost more than Y?
- Do I need to sacrifice quality for cost?

Only pay for the features they need/want
- Kinda like baby bear. Doesn't want too much. Doesn't want too little.
- Is X too much for my needs?
- Do companies offer exactly what I need?

Put in the time to solidify decision
- They know they want to buy, but they want to make sure they buy the right thing
- Willing to put in the time to find what's best for them
- Willing to wait on purchase
- Wants to look at the entire menu before picking an entree
- To decide which service/product to get
- dont want to make a mistake
- I want to make a decision.
- They don't want to just pick a service or product off the top of the list

Find the best product/service
- Knowing that I've made the best decision
- They want to find the "best" product/service
- To find a service or product that benefits them the most
- I want to know what the best brands are
- Is X or Y more popular in my area? Why?

Find the product with the best value
- Get the best bang for the buck
- To find the best valued service or product
- Figure out if the product has everything I want for a price I like
- They want the best value for their money
- Is X or Y going to last my family longer?

Directly compare product/service features
- Want to look at features head-to-head
- Is X or Y easier to install, operate, etc?
- What am I missing out on if I go with X vs Y?
- What are the advantages of paying for X service over Y?
- Find out whether the features on one product/service are better than another product/service's features
- Use the data points provided by both to form the context of their decision criteria
- Learn about the pros and cons of different services/products to narrow down which one is right for them
- Comparing extras, bonus features, etc. beyond the core offering
- Learn about what exactly they should compare when it comes to this product/service (and why)

Red notes:
- I'm in a position to buy.
- Analytical mindset
- Self-satisfaction
- Eliminate options from their consideration
- Bragging rights
- may be looking for other users or experts to make the call for them on which is better
- What does a long-term relationship look like with these providers? (contracts, maintenance, etc)
- Which service/product is easier to replace in the future? (if I want to swap companies, etc)

Frustrations/Pain Points

Reviews written by people who have not use products/services
- Comparisons that just reiterate the product description and clearly don't reflect an actual product/service test.
- Not enough opinions from people who have tried both options
- Can't find reviews by people who have tested the product

Don't know what they want

Doesn't understand what to look for in a product
- I don't know enough to make and informed decision.
- dont understand what really makes a product good
- lack of technical knowledge and technical jargon
- Not enough guidance

Not sure what they are looking for
- Not sure which brands to compare
- Dont know what criteria to use for decision making
- lack of understanding about how to compare specific products/services most effectively
- not knowing exactly what they need
- comparing brands I've never heard of with no obvious reason for why

Unclear/incomplete informaiton
- Incomplete information
- Missing definitions of terms
- Not enough details about specifics of what I'm looking for
- not knowing the cons
- Not getting enough info to make an informed decisions
- The site is recommending outdated offers/plans
- Product specs are good enough. I want to know all of the details.
- no place to learn more about one of the comparison options

Too much information/information overload
- Too much information
- Option fatigue—ex. so M Gladwell would say, do I really need 16 kinds of spaghetti sauce?
- Many different opinions
- overwhelmed by all the options
- Too many options

Sales fluff
- Too much fluff, not enough detail
- Reviews are too salesy—tell you what you want to hear not what you need to know
- Hard to sift through the salesy language and nature of providers

Lack of transparency
- can't find honest reviews
- lack of transparency
- Heavy bias
- Not enough transparency about pricing
- Not enough transparency about the downfalls/negatives

Unclear/unhelpful comparisons
- Unclear comparisons, or comparisons that aren't apples to apples
- Finding comparisons that are too general
- Can't find direct enough comparisons
- "They're both the best!"
- There's not really an obvious difference. The comparison isn't helpful.
- "okay, but which one is actually better??"
- Comparisons that focus only on positives and disregard any negatives
- No interactivity when trying to compare by features
- "Apples to oranges" comparisons without a clear explanation of nuances.
- not listing features I find important

Red notes:
- Fear of a better choice around the corner
- Not enough brands to compare
- The site assumes I want everything [unclear] when I just want something to get me to compare
- Not understanding their own use case well
- Comparisons that make assumptions about knowledge or users needs
- Difficulty navigating to see the specific items they want to compare
- The reviews site is recommending something that isn't available in my area.
- Tables not digestable/useful
- Difference in how services structure their plans (not available to apples to apples)
- No specific comparison guide for the ones they're looking for
- Aligning with spouse or second decision maker
- "Can't I just build my own package to suit my needs?"
- No product warranty or guarantee, what if I made the wrong choice?
- Not knowing if both are available in their area
- I was pushed to the comparison stage too soon.

Behaviors/Traits

Compare side-by-side
- Like to visualize options side-by-side
- They use the functionality in which brands can be side by side, and see advantages/disadvantages of each.

Wants a product with good value
- value oriented
- concerned with what's best
- How do I get a better experience?
- self-reflective (do I really need this?)

Open minded
- Open-d
- Open-minded
- Curious

process of elimination
- Process of elimination.
- Whittle it down to the thing they need and feel most comfortable with

Interested in the details
- Want to know the "why" behind recommendations
- Interested in details
- Need to know lots of details
- Taking screenshots of plans to reference later
- Cares about features
- Analytical
- Attention to detail

Check multiple sources
- comparing multiple reviews across several sites
- Cross-referencing reviews, does sites/user have the same opinion? Do they recommend something else?
- Utilize multiple sources before making a decision

Prepared to do a lot of research
- Willing to put in the time & research
- motivated
- Do a lot of research
- Willing to take some amount of time before making a purchase
- Patient
- may jump back to higher funnel content if they think they need to know more
- Want to leave knowing more than they did before

Cost conscious
- Cost or value sensitive
- price sensitive

Skeptical
- Skeptical
- Jaded
- Skeptical
- Skeptical of marketing-speak
- little cautious

Red notes:
- Worried about FOMO, or ending up with a product they don't like
- Thoughtful
- they want to buy
- Doesn't like people making decisions for them
- Values independence
- Nearing the purchase stage of the funnel
- Fairly educated at this point, but may still need some guidance
- Engaged
- Sorting by the worst reviews. They've heard the good, what's the bad?
- Wants to know a product before they purchase it