

Improver

Recommendations

Key
Green Notes - Recommendation
Red Notes - Could not group
Pink Notes - More recommendations if needed

Goals/Motivations

They want to...

- Upgrade their products/services
- Improve their home
- Keep up with trends
- Simplify their life
- Add tech that works with their current equipment

Behaviors

They are...

- Curious
- Research-oriented
- Interested in new tech

Frustrations/Pain Points

- Hard to find good information
- Unclear improvement process/suggestions
- Product/service doesn't meet expectations
- Expensive upgrades
- Can't keep up with tech trends

OR

Frustrations/Pain Points

They are affected by...

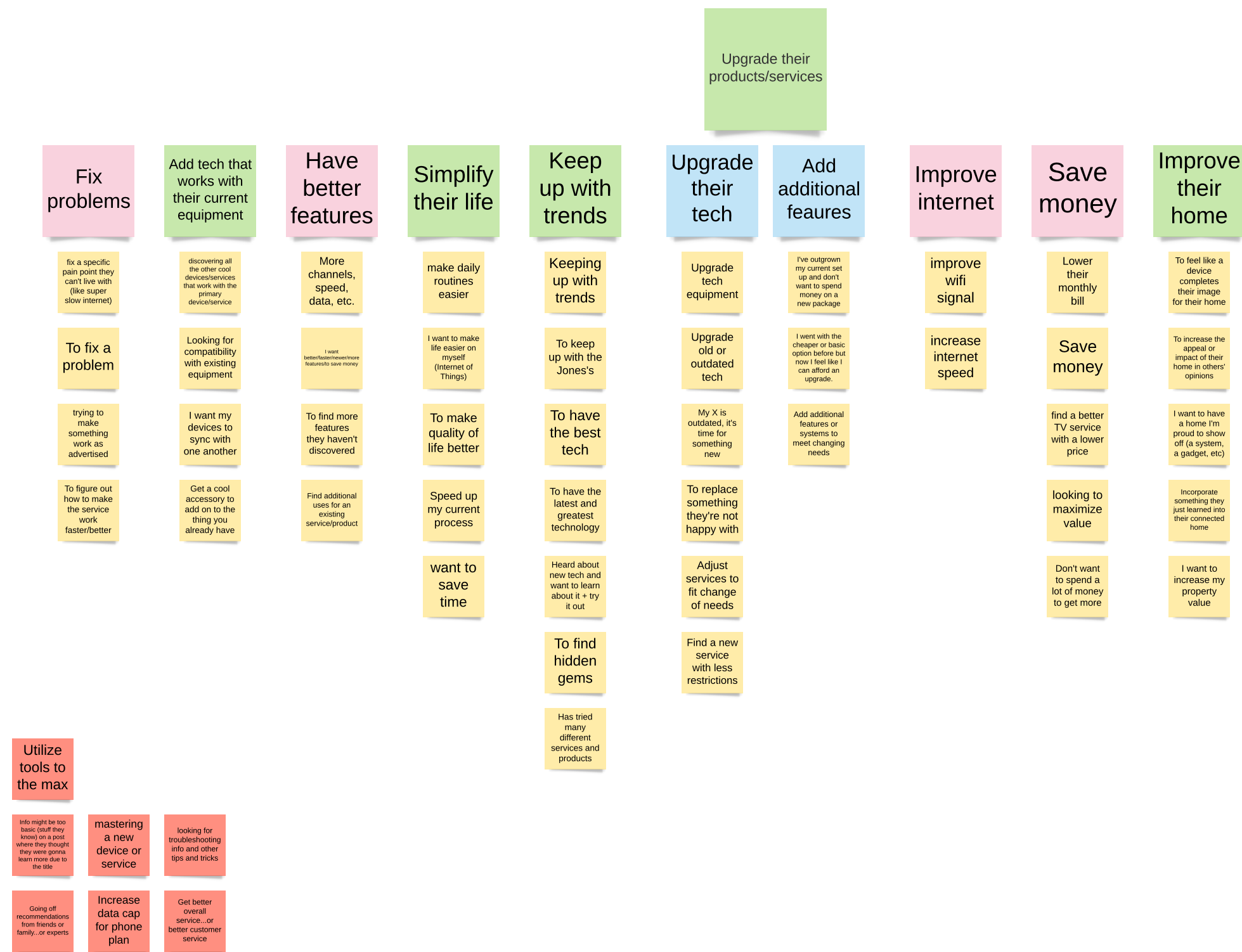
- Good information being hard to find
- Unclear improvement processes/suggestions
- The product/service not meeting expectations
- Expensive upgrades
- Not being able to keep up with tech trends

Traits

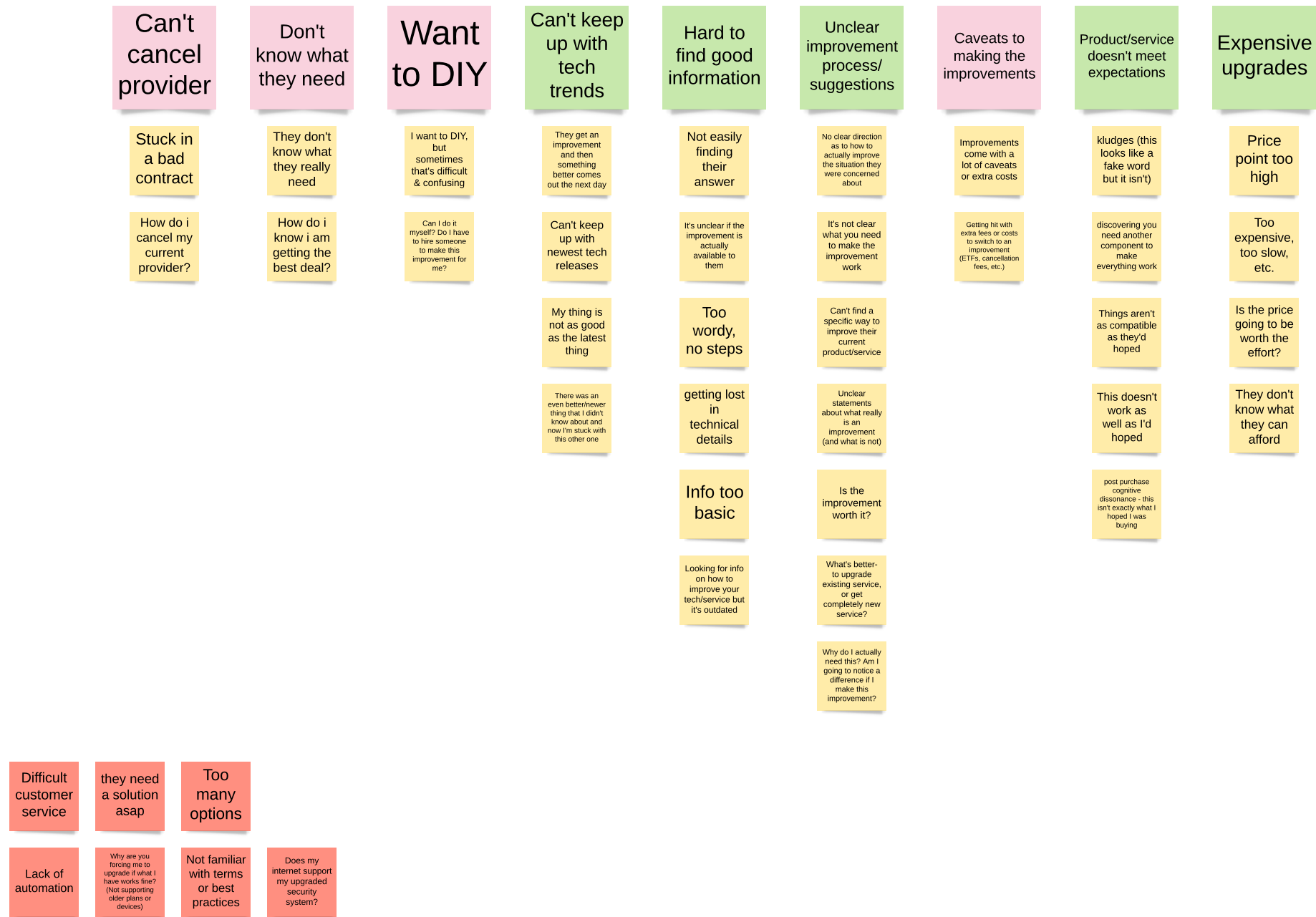
They are motivated by...

- Following tech news
- DIY work
- Getting the best product/service

Goals/Motivations



Frustrations/Pain Points



Behaviors/Traits

