

Key **Green Notes** - Recommendation Red Notes - Could not group

Pink Notes - More recommendations if needed

OR

Goals/Motivations

They want to...

- Upgrade their products/services
- Improve their home
- Keep up with trends
- Simplify their life

Behaviors

They are...

Difficult they need customer a solution many service asap options

With are you forcing me to upgrade if what I have works fine?

Older plans or devices)

Not familiar Does my internet support my upgraded security older plans or devices)

Not spanning to possible the security of the support my upgraded security practices system?

- Curious
- Research-oriented

Interested in new tech

• Add tech that works with their current equipment

They are motivated by...

- Following tech news
- DIY work

Traits

Getting the best product/service

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

They are affected by... • Good information being hard to find

Jealous or envious of others

Jealous or envious of others

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Unclear improvement processes/suggestions

Frustrations/Pain Points

- The product/service not meeting expectations
- Expensive upgrades
- Not being able to keep up with tech trends

Goals/Motivations

Add tech that

works with

their current

Get a cool accessory to add on to the thing you already have

problems

To fix a

To figure out how to make the service work faster/better

Into might be too basic (stuff they know) on a post where they thought they were goma the the title the title the title that t

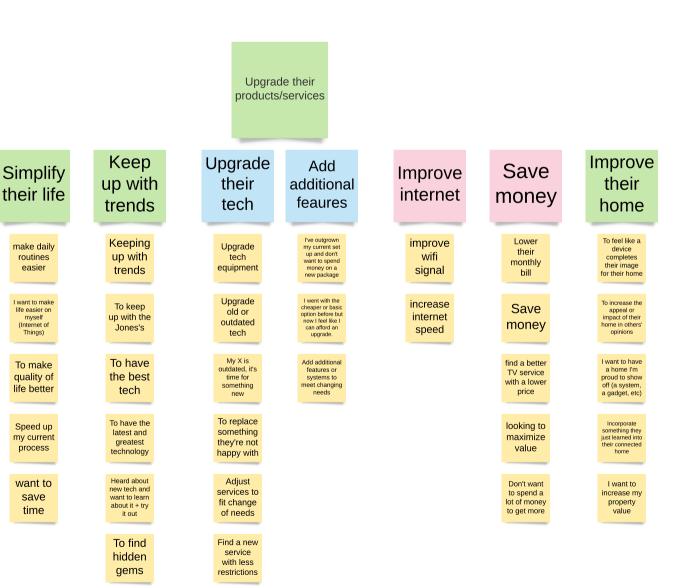
Going off recommendations from friends or family...or experts remails and the service recommendations of the service recommendation of the service recommen

better

features

channels, speed, data, etc.

Find additional uses for an existing service/product



Frustrations/Pain Points Want Don't Caveats to up with making the improvements cancel know what find good doesn't meet expectations to DIY tech process/ upgrades information they need provider suggestions trends I want to DIY, but sometimes that's difficult & confusing They get an improvement and then something better comes out the next day No clear direction as to how to actually improve the situation they were concerned about kludges (this looks like a fake word but it isn't) Improvements come with a lot of caveats or extra costs finding their answer know what they really need point too high contract How do i know i am getting the best deal? It's not clear what you need to make the improvement work Can I do it myself? Do I have to hire someone to make this improvement for me? Can't keep up with newest tech releases It's unclear if the improvement is actually available to them Too cancel my current provider? expensive, too slow, etc. Is the price going to be worth the effort? wordy, no steps This doesn't work as well as i'd hoped post purchase cognitive dissonance - this isn't exactly what I hoped I was buying They don't know what they can afford Unclear statements about what really is an improvement (and what is not) Is the improvement worth it? What's betterto upgrade existing service, or get completely new service? Why do I actually need this? Am I going to notice a difference it I make this improvement? getting lost in technical details Info too basic Looking for info on how to inchese your tech/service but it's outdated

Behaviors/Traits Interested in new tech Following Early Price tech Curious new adopter sensitive work news tech Passionate about their thing they're trying to improve adopters (hat tip to Mindy) wants to Curious twice, cut once new tech the best keep up tech news/ tech reviews looking for the next best thing towards DIY Curious adapter Buys the Want to be satisfied Theyre well-informed if they want the latest and greatest all the time Value oriented Look to improve, of course Willing to learn Reads a lot of reviews Has an idea of what they want but needs some guidance Have a goal to find an answer to their question