

Green Notes - Recommendation Red Notes - Could not group range Notes - Recommendation for broader description if needed Pink Notes - More recommendations if needed

Recommendations

Goals/Motivations

They want to..

 Make a confident and knowledgable decision Gather ifnormation that will aid in purchasing decision

Determine if a product will add value to their life

Frustrations/Pain Points Doesn't trust information

Wants straightforward information

 Doesn't understand the information • Information overload/Too much information

Frustrations/Pain Points They are affected by...

Lack of trust in information

 Non-straightforward information Information they cannot understand

Information overload/Too much information

Behaviors

They are... Curious

Confiding in others for help

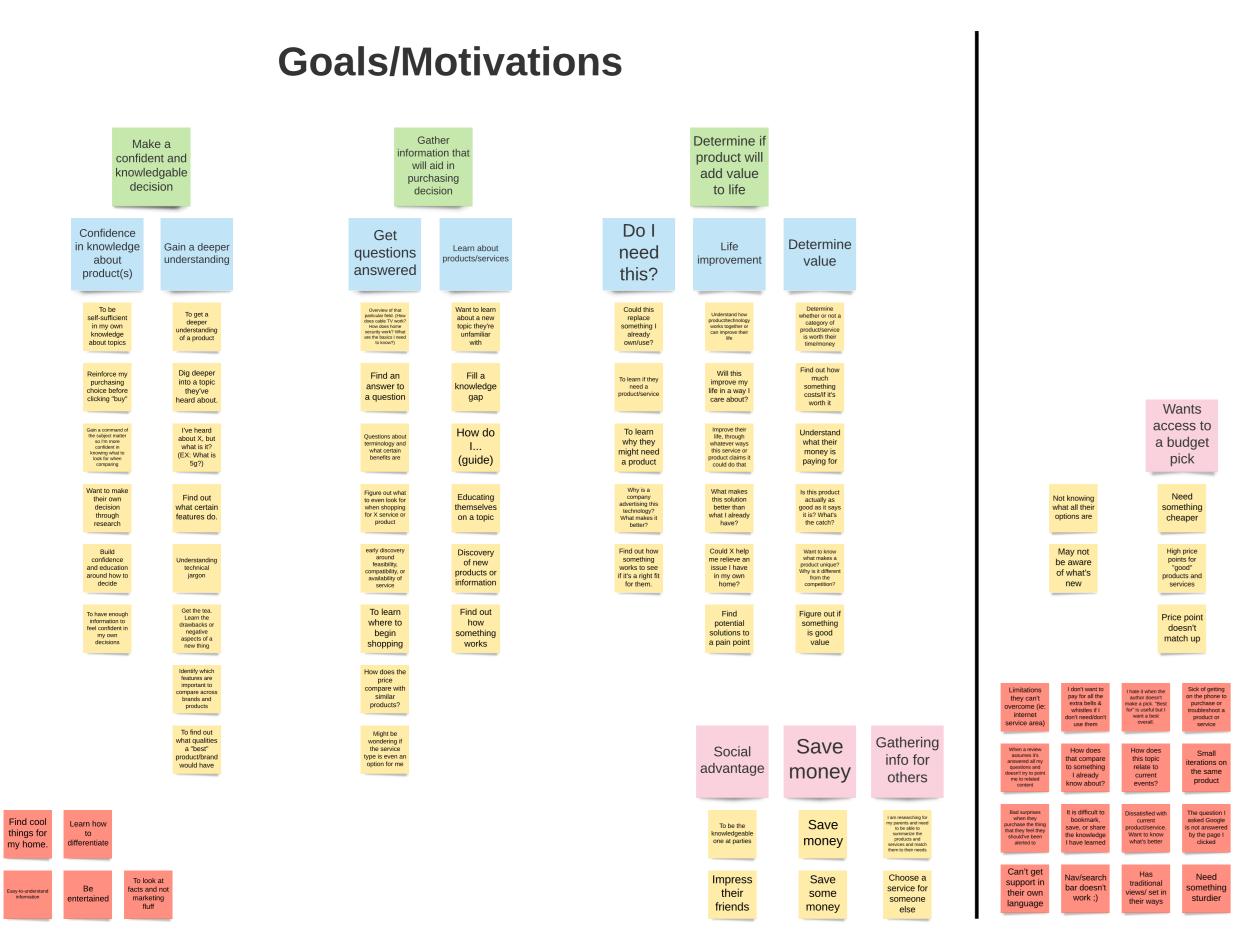
 Thorough Cautious

<u>Traits</u> They are motivated by...

Clear and striaghtforward information

Products that will add value to their life

Information that allows them to be confident in their decision



Wants access to a budget pick

Need something cheaper

Price point doesn't match up

know

where to

go next

Not sure what to do next

Don't know where to start

Unclear next step

More

customization

Need more customization

Not being able to filter comparisons by the features I want to focus on

relate to

use cases

provided

not speaking to my use case

Meaningless features

