



AGE 32
JOB TITLE DIY Painter

BACKGROUND

Libby puts a great deal of thought into decisions to get the details just right. Everything in her house is picked out with care and she takes great pride in completing projects. Libby is the type of person who enjoys the process as much as the final result. She always has a project on mind.

Libby

Renovating her new home.

GOALS

Libby has just moved in to her new house with her partner. She is crafty and excited to renovate to make this home her own. She has put pressure on herself to make the right choice after convincing her partner to let her pick out colours and paint each room. She prioritizes high quality paint.

- Create welcoming spaces that feel like home.
- Prove to herself she can paint just as well as the pros.



The big stores are more approachable & familiar for a DIY customer.



MOTIVATIONS

Libby's main motivator is the accomplishment she feels from doing it herself. She believes she has good taste, proving that and seeing her vision come to life gives her pride.

CONCERNS & FRUSTRATIONS

Libby is not knowledgeable on paint so she's not sure which type of paint to use or what color to use.

Libby has not painted entire rooms before so she is unsure how to pick out paint. She has a general idea of what colour she wants, but needs to see a variety of options before deciding.

She did some research online, but is worried when she goes to the store they won't have the same brand. Due to this, she is planning to go to the largest store for the best chance at them having the brand she learned about.

