

# Meet Ben



## Habits:

- When he decides to do a DIY project, he usually devotes his entire weekend to the project.
- Usually DIYs alone, but asks friends to join if they can fill in his knowledge gaps.
- Has a semi-popular instagram where he documents his finished work and the DIY process.

## Needs:

- A way to find more project inspiration.
- A way to grow his knowledge of techniques and materials.
- A way to quickly rent tools and confidently learn how to use them safely.

## Pain Points:

- Not being able to complete a project because of a lack of knowledge or skill.
- Sometimes doesn't have the correct tools for the work he wants to do.

avg. budget  
**50-300\$**



**“ I DIY because it is my passion, not because I need to”**