

Hi Samantha - This is the place we will gather information about user profiles. I have created an example profile to give you an idea of the format we will use. Have fun!

User Type	Description	Goals	Tasks
Busy Mom	The busy mom is looking for information quickly, especially "where to get a quote".	Schedule a painter to paint the interior of her house	Get a bid. See examples of previous work from this painting company. Read reviews from previous clients. Find out about availability and the time it takes to complete the job.
retired person on fixed income, but needs home repairs		needs to maintain the house, is usually concerned about good prep and likes a craftman they can talk to	Find someone they can trust.
specific type of project - a large home on Mercer Island or somewhere with difficult access, requiring pump jacks or scaffold - we can do these kind of exteriors		they want a contractor they believe can handle the job and follows proper safety precautions	I am not sure they use yelp/google searches as much as relying on their personal networks - how can we find these people? not sure... help here
busy exexutive who works at Amazon, etc		wants people on time, on schedule, wants to know people working in and around their home understand the value of their possessions, plants, furniture, etc., wants updates and good cleanup. wants a 'seamless' and easy process. they want the work impact their lifestyle as little as possible	might read yelp reviews before they explore the website more, or vice versa. will call for estimate. may have questions about schedule and timeline of project. I would say the office experience is important when they call too. and they don't want a salesy approach, rather a consultative approach
multi-family property manager		wants a contractor who can give acurate schedule projections, accurate prices - knowing the contractor is solid. they also want a resource	I don't know. i think they have a vendor database they use, and just ask for 3 bids. they don't ultimately make the decision
real estate asset manager			
HOA BoardMembers		want a contractor who cares - bottom line. respectful, quality work, and good communication throughout the project	3 bids, and will usually want someone with firsthand experience, so the 'brand' matters here, visability, name recognition.

real estate investor		wants value added options - a contractor who takes initiative to offer out of the box solutions to help the investor maximize their investment and think strategically	don't know....probably have their contact list and call a couple contractors? seems like this could be low hanging fruit if we just get the CONTACTS - so again, visibility, name recognition, brand - being known for working well with asset managers would be huge. these people are really busy, so I feel like responsiveness is huge for them - flexibility and a can-do attitude. and also timely schedules and clean up. and TRUST. they want to know we are charging a fair price so they can save time and not spend so much time getting several bids is what I am thinking.
residential general contractor - custom home builder and SOME remodelers		they want ettiquette, professionalism, HIGH quality. but every contractor is different so i would like to talk more about this and what KIND of general contractor we are looking for	not sure - help! not sure how they find their contacts. but the process would be for us to get prequalified, and then call us to provide a proposal. usually they call us first to explain the project, so it seems there should be a way for them to know who to call off the website if they are a contractor, or that Liz my office manager would know what to say if a contractor called, so it could be triaged to me to vet the contractor first before she schedules an estimate.
commercial general contractor		competitive pricing, safety, can-do attitude - cooperation, but organized and clear, they want to know we are solid and capable of meeting schedule with manpower and the right people with the right skills	usually the project manager and/or estimator/project engineer is the one reaching out to us - so getting on their bid list. in this case, it would be that we contact them first, and then they vet us by looking at our website and possibly asking for references and/or read testimonials on website. so credibility. for them the name brand isn't as important I think as them being able to see from our website the sizes and types of projects we are capable of doing and seeing testimonials or having a way to verify we do great work
developer/builders		production - they want fast and good pricing	one found us through master builders - other than that, I don't know how to find them. REAPS? do you know much about this organization?
do it your selfer		these are NOT our ideal customer	
unorganized residential contractor		this is NOT our ideal customer	
strictly remodel contractor that is very small		this is NOT our ideal customer	
apartment manager looking for unit turn painting		NO, too cheap	
people only looking for pressure washing, carpentry, or drywall not in conjunction with painting		NO	
service areas - residential - king county only -	I want to ask/talk to you about our service areas, how to display this and what flexibility we have		
a job less than a day's work		NO - this would be for a handyman	

*how can we/should we have other service providers we refer to like handyman - but not on our website right?			
a home with lead	*need to talk about this one		