



FEELINGS

- "Wow! This shelf is GORGEOUS! I wonder what it's made out of... I'm totally going to make use of this!"
- "This will be easy. I'm sure I can find something on YouTube to show me how to hang this properly and safely."
- "Didn't know I'd need special tools... Well, I've come this far - I'm gonna try with the tools I have."
- "Ahhhhh no, I broke our drill and there's damage to our wall. I better find someone to fix this before Rachel gets home."
- "There are so many options! How much will this cost? How do I know if they know what they're doing?! This is too much."
- "Wait this video is moving too fast. Can't it go step by step? I need to pause it... but I'm holding this shelf up. This is harder than I thought!"

OPPORTUNITIES

- Incorporate a "scan" feature to help DIYers identify materials
- Input tool to more efficiently identify tutorials relevant to the user and their particular situation
- Have a tools & materials database easily accessible so users know if they have what's needed before attempting a project (i.e. What kind of screws for this kind of wood? For drywall? Which brackets to hold ___lbs? etc.)
- Have tutorials in multiple formats (text and image, text only, audio, video) that are step by step and move at the user's speed
- Provide database of easy to follow tutorials created by qualified experts
- Offer video chat with qualified professionals and/or photo/video assesment option for users who aren't sure where to start
- Have option to "Connect with Local Expert" on tutorial pages in case the user finds themselves needing additional instruction and/or wanting to outsource completely
- Background check, vet, and verify all service providers on platform
- Customize results to local providers most related to/experienced with user's task
- Include information to make experience as transparent to user as possible (reviews & ratings, total cost, estimated time to complete, etc).