



End to End Application

UX RESEARCH / Interview Debrief

Key Findings:

- YouTube is far and away the leading platform that users look to for DIY guidance, but finding the right videos is usually a shot in the dark
- While everyone interviewed goes to YouTube for tutorials, multiple users said that they prefer written blogs or articles that they can scan and easily reference
- Cooking was a surprising common metaphor among DIYers. People seem to want a familiar recipe format that they can follow
- Shopping lists came up as a critical component that all users want
- Most users look to friends and family for advice before or during internet research to help them understand the right questions to ask and where to look for answers
- All users expressed frustration about finding quality resources online and sorting through resources to find the ones applicable to their own projects
- The users interviewed do most of their research upfront, learning all they can before they start a project so that they don't need to reference resources as they work
- Cost savings was the number one motivator of DIYers, but satisfaction, knowledge and fun ultimately seemed more meaningful to them

Interview Summary:

Number of Participants:	5 DIYers
Age Range:	30-40
Average DIY projects in a year:	10.8

What's motivating DIY projects:

5/5 costs	3/5 learning new skills
5/5 improving a living space	2/5 sense of ownership
4/5 getting aesthetics right	2/5 knowing it's done right
4/5 fun or relaxing	

Where DIY inspiration commonly comes from:

3/5 Pinterest	2/5 Architectural Digest on YouTube
3/5 taking photos while out	1/5 vintage shopping
2/5 friend's completed projects	

Where DIY project ideas are being saved:

3/5 Pinterest	1/5 YouTube
2/5 photo albums on phone	1/5 Instagram
2/5 in user's head / no set system	

Go-to resources for project research and planning:

5/5 YouTube	2/5 Pinterest
4/5 advice from friends or family	1/5 message boards
2/5 blogs	

Favorite things about DIY:

- Sense of accomplishment
- Saving money
- Gaining practical knowledge
- Satisfaction of improving a space

Least favorite things about DIY:

- Weighing time vs money
- Slow speed that projects happen at
- No one else to blame
- The mess it makes and cleaning up
- Not knowing what you're doing or where to get answers

What would make DIY better / easier / more enjoyable:

- Lots of videos
- A supply calculator with costs
- Access to real people to get advice from
- Materials shopping lists
- Ability to filter by "skill vs will"
- Clear low / mid / high impact approaches to a project
- Integrated cost benefit analysis
- Multi-modal ways of learning (video / text / photos)
- Gender neutral resources
- Personal project management tools
- Trusted resources
- Time estimates
- Basic technique how to-s

INTERVIEW TRANSCRIPTS

Basic Demographic Information:

Name: Sarah, Teddy

Age: 32, 33

Location: Brooklyn, NY

Occupation: Editorial Consultant, Photographer

Warmup questions:

How many DIY projects would you say you've taken on in the past couple of years?

Teddy: if i count the house as 1 projects...1

Sarah: 1 big project that blows all the other projects out of the water, but we do lots of little projects all the time

Teddy: Yeah...it's like how you think you've only ever had 1 boyfriend and it's me, it's bullshit.

Teddy: I think it's 1...I don't think buying curtains and putting up tension rods count, even if it is transformative for the space.

Sarah: we're gonna drive you nuts because we could debate what a DIY project is for a while...

What are the types of projects you're most likely to do yourself vs what you would hire someone for?

Sarah: something expensive, we would be most likely to do ourselves. Also, this is something where we think about it differently: how much out time is worth, vs how much it costs to do something is the equation that I make in my head for everything we get involved with. Like, my work day is worth more than it costs for someone else to take down that wall today, so I'm going to have someone else do that wall because I'm going to do it slower and I can make more money today doing work. But if it's something where it's going to take me day, but we're going to save \$5000, and my day isn't worth \$5000, then it's worth doing ourselves. How much our time is worth, and how are we spending our time, and

if the equation builds out. Also, if there's stuff that we're super specific about, we want it done a specific way, we'll do it ourselves.

Are there any projects that you would definitely not do yourself / hire someone for?

Teddy: um..no.

Sarah: anything that you don't know how to do is not safe to do, but if you know how to do it then it's fine.

Teddy: by not knowing how, you mean going in blind. Doing something for the first time doesn't mean that you don't know how to do it, right? There's going to be surprises along the way, but at some point, you learned how to ride a bicycle and not knowing how to ride a bicycle and trying was dangerous, but you had to learn somehow. At some point, you've gotta just do it.

There's the money and all that calculation and the time, but it's also just like, what are you interesting in learning? a big reason to DIY something is because you want to finish a project with a piece of knowledge you didn't have in the beginning. And know that you could do it again. And that piece of self-reliance and deeper understanding is one of the reasons to do it.

What was your most recent (or current) DIY project?

Teddy: I would say, re-wiring downstairs was the most recent, very hands-on project. Just learning how to re-wire a house, electrical, add a subpanel. Figuring out certain breakers, figuring out how you get wires from one place to another.. the answer is: you drill, but then, that's scary, and you're like what can I drill through, and what can't I? Turns out you can drill through most things, but maybe sometimes you shouldn't.

Sarah: I mean, I don't really do anything. I helped with physically refinishing these floors - that was horrible. I made some art. Mine are small and more visual projects. I scraped all that wallpaper off myself - that was horrible.

What is your favorite or most successful DIY project you've completed?

Teddy: the floors

Sarah: the floors, for sure. That was so satisfying too.

Teddy: and, they're not perfect. We're still getting better, but I'd say I did a B- job, I think if I did it again, I'd do an A- job, and I think A- is professional level. Except on TikTok. No one's impressed on TikTok.

Sarah: That was one where we didn't know how to do it, we were like, let's figure out how to do this, and by the end we have this skill where we have this skill where

I'm like - oh I could just walk that sander around, and I know the grit of the sandpaper and the products and how to apply it.

Teddy: Also, it saved us a ton of money, it probably saved us \$15,000

Project Planning:

What motivates you to do a project yourself?

Teddy: Not being able to afford it is a big one

Sarah: also, I think there's a sense of ownership over certain things. You can't necessarily hire someone for everything. If I'm refinishing a piece of furniture and scraping and cleaning handles, why would I hire someone to do these little things, and also I think those things are fun, and they're relaxing. These big house projects we're not doing because they're relaxing, we're doing them because

Teddy: Some are soothing

Sarah: but you're not re-wiring the house because you thought it would be soothing.

Teddy: long term - yes.

Sarah: but and, because we know now what's good and what's bad, where if we just moved into a new house, we wouldn't know that it had been done well, or if we had just hired somebody and didn't learn how it was done, I think even if we hired someone, we still would have learned what it should look like so we can check it because we don't trust people. You have to know what's good and bad even if you're hiring someone to do it, so once you've learned the hard stuff of how to do it, then it's just time to execute it.

Teddy: yeah, the cost is always just time. materials don't cost anything relatively.

Where do you get inspiration for DIY projects?

Teddy: from friends, often. Seeing other people successfully do things is a real motivator.

Sarah: going to spaces, seeing friends do it. we know we can do it because we've seen other people doing it. When we go somewhere and say "oh -this thing is cool", next is "how can we do it? how can we build this thing?". We're taking photos of stuff everywhere, and looking at finished photos of things on the internet. I've looked at like every photo of finished brownstones trying to figure out what people do with these spaces that could be useful for us.

What give you the confidence to take on a project that you have no experience with?

Teddy: 2 things: 1, i just, overall am an optimist and I have a lot of faith in myself, for better or for worse. 2. knowing that the end result is worth it. Knowing that it will get you what you want, regardless of how difficult or how expensive or how much time, time that you're going to end up with the thing that you want, and also, sometimes that's the only way you're going to get there.

Sarah: but I think that what actually gives you confidence to move forward with something is that 1. you won't move forward with something until you've learned how to do it, reading about it and knowing what you need to do and then 2. getting a push from the people that you trust, like "now you need to get started". Like you could learn how to refinish floors and watch videos about it for like 2 years, but then when me or Victor gives you the push to actually do it, then it gives you the adrenaline confidence to just do it.

Teddy: Right, like I said, I'm also kind of a perfectionist. I always could have spent more time researching it, but we don't have the times, at some point you have to just turn the machine on and start spinning. And you have to figure it out.

Sarah: but you only learn by doing with a lot of stuff, and that gives you way more confidence to then keep doing it and then do other stuff, but you're never going to learn hands-on experience without hands-on experience. That's what builds on itself. The confidence of finishing one thing transfers to the next thing. It builds.

Do you plan everything in advance, or do you figure it out as you go?

Teddy: planning the project? I don't.

Sarah: I do the planning. I have a spreadsheet. The thing is, I don't know what needs to get done.

Teddy: But I also don't really know what needs to get done. That's been an interesting journey. As I get further into it, I know more and more about what needs to be done, but in the beginning, I didn't know what needed to get done, and I wasn't planning anything, and Sarah was trying to plan something, but she didn't understand, I also didn't understand it.

Sarah: the order of operations is just chaotic, but you have to understand how all these things fit together...

Kevin: I think maybe we should narrow down the question, rather than thinking about the house as one giant DIY project, thinking about an individual project, how do you plan for that?

Sarah: I mean, I would say the answer is kind of the same unfortunately. with all of these projects on this spreadsheet, I have each big thing broken out by month and who is responsible for it, but all of these things have little sub-things to it. If

we're going to put in a pocket door for example, we need to demo the wall, choose the right door, we need to buy the hardware, install the hardware, re-build the wall, re-build the bathroom wall. We never broke down all of those specifics onto our planning spreadsheet, it was just like "add pocket door" because we're not looking at that everyday, but it is like this gut check, because maybe we know that we need to get 10 projects done this month and some of those projects take 10 days, some of them take 1 day, how many of these projects are we dealing with? If I'm looking ahead, I'll think - how long is this gonna take and what do we need to execute it, but the problem is that we don't really know how long it's going to take or how long we need to execute it. And things take longer than you think or sometimes we're slowed down waiting for a part or something like that.

Teddy: and there is no client, so like it doesn't matter, but also of course, all of it matters. It's a huge project and managing a project is an enormous part of it being successful.

Sarah: and there's only a few very firm things. Like I don't really care what happens all of Q1 this year as long as we're ready to install our kitchen cabinets by like the end of March. We know they're going to be getting here, and we need to get all of these things done, I don't know what needs to happen, but it just needs to be ready. So then we're like what needs to happen: we need the plumbing done, we need the electrical done we need the walls done, we need the floors done. We figure out the deadline and we work backwards from that.

Teddy: and it's like, what do we need to clear off our plate in order to make the room, to do the things that have to be done, in order to be ready for the larger priority. There were projects in other parts of the house that were large priorities that we just sort of pushed. they're just not happening right now because it's not the priority.

Teddy: I think for a lot of our projects, it's just a question of when to start it and if something else needs to move out of the way. and also, a lot of these things are interlocking projects, so if another thing needs to happen in order to start a priority projects, you're just constantly reshuffling the deck and looking at the next priority project and what you need to get there.

Project Execution:

What are the common resources you might use to learn how to complete your project?

Sarah: human resources is a huge part of that. People who've actually - like Victor's your first call whenever you're like "how do I do this thing?"

Teddy: Sometimes I'll go on the internet and try to figure it out myself, but more often than not, I would go directly to him, because, there's bad information out there sometimes, and I'll get lost, I won't even be asking the right questions, I won't have thought of something, and he'll sort me out so much faster. But I do think that you can actually learn a lot of the details and the nuts and bolts of how to do a very specific portion of a project from YouTube really well, just because you can see someone physically do it. Even if I text or call Victor, I don't get to see him do it unless he's here, so sometimes it's better to actually see someone do it.

Sarah: Or sometimes we'll ask a person who will send us a YouTube link, and I think that happens more often than not, we ask a human who knows how to do it and they guide us on figuring out what we need.

Teddy: also, people in shops are pretty helpful. Like small shops that have been around a long time. If you know what you're talking about enough to ask the right questions, they'll answer but most of them don't have time to figure out if you're asking the right question. If you have a direct question and they can answer it, they'll try and answer it for sure. But friends or someone you know are really helpful for when maybe you're not even asking the right question.

Are there go-to websites or apps that you usually like to start with?

Teddy: YouTube

Sarah: we've seen things on instagram that we'll reference, but I think instagram more for inspiration than for actually learning how to do things.

· How often do you reference those resources as you're working?

Teddy: not that much.

Sarah: ok, but you don't even look at recipes - your process I would say is unique in that you will read through it 100 times and just do it, whereas I would be following it step-by-step and going back and forth. If i'm cooking something, I'm checking my phone and adding something and checking my phone. If we're doing a metaphor for DIY through cooking you're not like a refer to the recipe kind of guy.

Teddy: I watch the video to figure out what all the things are, and then I go to work. I want to see this thing in action with someone who's a professional pointing out what all the parts are so I know what I'm looking at. I want to know what I'm trying to do and then I want to just go for it.

Do you typically use a computer / phone / tablet to reference while you're working?

Teddy: phone

Do you ever have trouble finding the information you need to complete projects?

Sarah: trying to find good information for sure. even like trying to strip paint off of trim, we've googled this a million times, everyone says different things - this is the best way, but actually this is the best way, but here are the downsides and here's the upsides. With things like that we've tried multiple methods and figured out what worked best for us, but you can't just put all your eggs in one basket because someone on the internet said to.

Teddy: there are multiple legitimate ways of doing most things, even with plumbing or electrical, there's metal boxes, there's plastic boxes, there's metal clad cable, but some things are unique to NY because of code and if you look somewhere else it's going to be different. There may be 5 different ways of connected a simple 1/2" copper pipe when you're plumbing a sink and what type of fasteners are you using - all that stuff, there's like 4 right answers for anything, it's just best to pick one and be consistent, and learn it and know your way of doing it. I think most people do that because it's a version of something that's to code and that's how they were taught to do it. Just not being overwhelmed by choices that are unimportant is one of the trickiest parts.

Have you ever run into problems that you couldn't figure out how to overcome and had to change or abandon the project?

Sarah: not yet. I think there's things that we didn't know there were solutions for and then learned there were solutions. Victor is always like anything is possible, which is good to keep in mind, because I imagine that there are more restrictions than there actually are. Anything is possible, it's just time and money and understanding of how things work, and do you want to understand how to do this or not? I didn't understand that anything was truly something that you could do.

Teddy: that's the cool thing about DIYing in general I think is that learning the toolkit of basic skills, you figure out how to do whatever it is you want do, and it's true across the board. I think usually being stuck is just..you're usually not actually stuck, you're just confused. There's a difference between being truly stuck and confused and I feel stuck all the time but I have not actually been stuck yet.

Sarah: But also, just time is good for the brain. Sometimes you need to just try it and simmer and try it again, it has to click eventually.

Teddy: yeah, doing a bite sized piece of something just to learn it is so helpful.

Potential Gains:

What are your favorite things about DIY?

Sarah: DIYing a home that you live it - we needed to learn how to take care of a home, I'm always wondering how did people figure out how to do some of these things, but I think if you do so much shit up front and you put it all together, then you are the best person to take care of the house when it's broken - you know what's in that wall, we literally have videos of what's in our walls and where everything is, and if this wire went out, we know how to fix it because we made it. That's going to long term be the most beneficial thing of doing all these projects, but the other thing is that we're going to have saved like hundreds of thousands of dollars by doing it ourselves, and we're going to be able to have something we wouldn't have been able to have otherwise.

Teddy: I just love practical knowledge because once you have it, you have it forever. The sooner you learn it, the longer you have it. Practical knowledge is not forgettable.

What are your least favorite things?

Teddy: it's a huge pain in the ass, a lot of work

Sarah: making that constant equation between time and money is a hard part of all of that. I think the thing that we think about the most differently is what is that balance

Teddy: compromise - and compromising with yourself, there's not external

Sarah: The time that we have to do things and the speed at which we want things done, finding that long term. But I think negotiating those things because you can't do more than you can do, so you have to be realistic with yourself about it.

Teddy: I think that the real double edge sword about it is that the mistakes are all your own. You can't externalize that onto some contractor who you "hate". When it's your own thing and you're going to be using it for a long long time, then you're going to see the mistakes that you've made for a very long time, you better learn to love those imperfections.

Sarah: it's difficult since it's just us, and just us made every one of these decisions and we can't team up against another person, we can only blame each other. We're fine with it, but I understand why couples want to have a person who they put their shit onto.

What would make DIY project planning and executing better, easier, or more enjoyable for you?

Sarah: I would say doing any planning. We don't really plan.

Teddy: yeah, not so much.

Kevin: so you said you do a lot of research, but not planning?

Teddy: I do research for like knowledge, like I want to understand, but I don't want to plan.

Sarah: but you're like, today is floor day, so I'm going to start doing research on floors. You go from one thing to the next, and then you're like now I want to learn about this thing.

Sarah: (description of spiral staircase difficulties)

Teddy: it's project management - you're saying a project management tool for yourself.

Sarah: but like something that's like - you want to do this? here are the things that go along with this. We think about the big stuff, but we didn't know we needed...

Teddy: a granular plan

Sarah: right, we're like "put a bathroom in", not like "get this this this this this this this" and then we buy half of it and realize we need more. There's always more shit that you need but you didn't even think about it.

Teddy: a good shopping list. a truly exhaustive shopping list. Materials are so hard to figure out and shopping trips are killers for projects.

Sarah: Like when Victor gave us the shopping list for what we needed for demo - it was 90% of what we needed, like an ingredient list, there's a lot of parallels to cooking, what do you need to do those things, I think about the visual aspects, but there are so many things that you can't see.

What are the most important features that you would want to see in a DIY website or app?

Teddy: project management tools

Sarah: trusted resources would be huge - suggested resources - like "maybe read this before you start tiling"

Teddy: yeah, better resources

Sarah: time estimates - even you having to estimate your own time - that's something we've been trying to do more as we move through this, like is this a 5 day thing or is this a one day thing?

Teddy: I think some basic technique how tos - like in cookbooks, sometimes you'll see a little inset about how we're telling you to julienne, but here's how to actually julienne something. It's like we're telling you to use this trough to put down thinset mortar under tile, but what does that actually mean, how hard do you

press, what angle do you move at and what should it look like from the front, the top, the side? what are you trying to avoid and what are you trying to achieve?

Sarah: I think we're both very visual with that kind of stuff. there's a difference between reading kneed the dough and actually seeing someone kneed the dough - it clicks more. I think more people need to see that - seeing somebody do it communicates so much more than reading about it. That being said - I hate watching videos, I want to read things and then see the visual part of it. I hate watching like 20 minutes of some idiot talking about something.

Teddy: but in an ideal world, it might just be the good youtube video, but it might be a link that takes you to the right moment in the youtube video.

Sarah: and that's where those videos are really useful, but I want a shopping list too, what did you buy, how did you make it happen, how did you plan it, not just how did you put this tile in. I'm so specific sometimes, I get distracted by brands, I need to know I can use anything that has these characteristics even if it's not the same brand as you're using.

Teddy: There's materials often needed, then there's also tools often needed. And there's the question...there's usually a cheap way and a right way - or a right way if you're only going to do this a couple of times or if you're planning to do this a lot. Sometimes they're like you should have a tile saw, but if you're just tiling one bathroom, you're not going to go out and buy a tile saw. you could rent one, but is there another way if you only have to cut a few tiles to get this done.

Basic Demographic Information:

Name: Alyse, Cole

Age: 40, 40

Location: Brooklyn, NY

Occupation: Operations Director, DOE Director

Warmup questions:

How many DIY projects would you say you've taken on in the past couple of years?

Alyse: the kitchen, the nursery...like major ones? 4-5..2 big, then 3 or 4 little

Cole: well...it depends on what you count as a DIY, I think there's more little projects along the way - like 1 a month.

What are the types of projects you're most likely to do yourself?

Cole: expensive ones. ones that we can't afford. I think projects that are of medium lift but offer maximum aesthetic pleasure. Things that require minimal tools or licenses or specialties. That don't involve power tools...nothing that's dangerous like electricity. Mostly cosmetic improvements or functional improvements.

Are there any projects that you would definitely not do yourself / hire someone for?

Both: electricity.

Cole: We wanted to replace the kitchen light for a couple years and never really brought ourselves to figure out how to turn off the power and handle that.

What was your most recent (or current) DIY project?

Alyse: painting the walls if that counts

What is your favorite or most successful DIY project you've completed?

Cole: Our kitchen build or our bookshelves. Our bookshelves are fucking beautiful. And that was dead space. That was like half and half, because we did have a Task Rabbit come and drill new holes and all of our braces.

Alyse: In hindsight, I would do that on my own next time.

Project Planning:

What motivates you to do a project yourself?

Cole: I mostly get inspired by aesthetics and want to figure out how to inexpensively do it. But I would say that equal to that desire is the desire to see if we can do it on our own, and handle it. And I have a very lovely, handy partner for my vision.

Where do you get inspiration for DIY projects?

Cole: ohh, everywhere. I'm big on pinterest, I'm big on Architectural Digest, but mostly I just see a thing out in the world and want to try it and figure out a way to make it happen in my home.

Alyse: I am inspired by my wife who says she wants to do something, and I think I can do it cheaper.

Cole: that's Alyse - trying to figure out the most inexpensive way to make my dreams come true.

What give you the confidence to take on a project that you have no experience with?

(laughter)

Cole: I just believe in our team, and I feel like we'll figure it out. I have faith in my aesthetic abilities, but mostly I think that we're intelligent people who can solve most things together.

How do you save ideas for projects?

Alyse: I don't...I save my ideas in my head.

Cole: um, mostly pinterest or screenshots that then become photo albums on my phone.

How do you go about figuring out how you'll execute a project?

Cole: I read blogs. Also we text our friends who are handy. Or we reach out to my brother or my mom or some family member - somebody with contracting experience to tell us what we should think about.

Do you plan everything in advance, or do you figure it out as you go?

Alyse: a little bit of each. Mostly we plan in advance, but a little bit is just winging it in the moment. I don't like my projects to take more than a day, so it's a little bit of trial and error.

Cole: We mostly try to plan, but it almost never goes perfectly to plan and we have to do some strategic problem solving. You don't know what you don't know until you start doing it.

Project Execution:

What are the common resources you might use to learn how to complete your project?

Alyse: youtube.

Cole: youtube. blogs. family members. professionals.

Alyse: I don't have an app or anything that I go to other than youtube.

Are there go-to websites or apps that you usually like to start with?

Alyse: I usually watch a lot of videos.

Cole: we sometimes watch the youtube or Ikea videos about putting things together.

How often do you reference those resources as you're working?

Cole: pretty frequently.

Alyse: we haven't done a lot of projects where we've repeated it and know how to do it enough...

Cole: uh, it depends, if it's a thing that we know how to do - I knew how to sand down these shelves and varnish it and everything, but like the Ikea kitchen - step by step.

Do you typically use a computer / phone / tablet to reference while you're working?

Cole: **phone**

Do you ever have trouble finding the information you need to complete projects?

Alyse: **YES**

Cole: **yeah - it's a real fucking pain in the ass actually.** We're not professionals, we don't know exactly what to call it, everybody calls it a different thing, **you have to start 9 or 10 different youtube videos before you get somebody who's doing something relatively close to what you're doing, and it's never your exact project. Also, blogs are like 80% filler and 20% information, and we both get really irritated reading the filler.**

If you have difficulty mid-projects, how do you figure out how to overcome problems?

Alyse: we call Kevin. We talk to friends and family first. we're lucky though that we have a lot of friends and family who are handy or in this business.

Cole: I think we often decide if we can handle it as is. If we can't, we'll reach out, if we can, we just decide what we're willing to compromise about the project or not. Like - do we want to get this done tonight or do we want this to go on for 3 more weeks while we get the perfect whatever tool, or something, typically, that is part of our decision making.

Have you ever run into problems that you couldn't figure out how to overcome and had to change or abandon the project?

Alyse: yeah, the mouse problem.

Cole: we couldn't finish the kitchen without help because a shelf was too wide, so we couldn't move forward until we got help with a technical skill that we didn't have. **We're more likely to adapt a project than to totally abandon it.**

Potential Gains:

What are your favorite things about DIY?

Cole: knowing that we can do it. So like, power and prestige and glory (laughing)

Alyse: Glory!

Cole: **Glory, but also being fiscally savvy.**

What are your least favorite things?

Cole: the way that it takes over our space because we don't have work space, so if we're going to take on a project, our entire house has to be a mess during the project. Now that we have a child, it's **trying to do projects with a child which is just hell**, like literal hell. I sometimes get frustrated by our lack of ability to just pay for the perfect version of the thing that we want. But that's usually when I'm in the middle of the project and it's melting down and I feel like we're not going to ever survive it. And then I pull through, and I'm pretty satisfied with the result, but there's usually a point where I'm like...we should have fucking paid for this.

Alyse: I would say that comes with every project in the middle.

What would make DIY project planning and executing better, easier, or more enjoyable for you?

Cole: a really fucking user-friendly app would be really lovely.

Alyse: what are those - **like a grocery store app where you can put in all the supplies you need**. And I can just take that to Home Depot and find out where the aisles are - or find out where it's cheapest to get the thing.

Cole: with a picture - I don't want people to say things like...

Alyse: oohh - or taking a picture of a thing - I just saw an ad for **a plant app where I can take a picture of a plant problem and it will tell me how to fix it** - something like that, but for home repairs.

Cole: **access to real contractors** with real experience with like a chat feature

Alyse: like the Havenly equivalent - like chat a contractor.

Cole: yes, that would be pretty amazing. I'd love the **ability to filter by our skill vs will**.

Alyse: Maybe to know **how much it will save me** - like how much will it cost me to paint this wall vs how much will it cost me to hire someone.

Cole: a filter would be lovely, the ability to see how much money it would actually save us. and something that compares if you like wanted to level this up or level this down, **here are the high / medium / low versions of how you could do this and what's really the benefit of that**. Like if you do copper pipes vs these other pipes, here's what it will cost, but here's the longevity, so if you're planning on staying in your home for 30 years...or like solar panels, Alyse is obsessed with solar panels, we're going to figure out how to install them in our house in our first year, but is it worth it or is it only worth it if we stay in our house for 20 years? **I'd love something that people offered levels on with the cost benefit analysis in a cute little app form where I don't need to read a million articles** about solar panels.

What are the most important features that you would want to see in a DIY website or app?

Coles: usability, searchability, filterability, I want access to real humans, I don't want it to be totally robotic, and I want videos and

Alyse: why doesn't this website exist?!

Cole: I want multi-modal ways of knowing built in. I want lots of pictures, and quite frankly, Kevin, I want the website to be beautiful and not some Angi's List bullshit that's a fucking nightmare to navigate.

Alyse: I want it to be gender neutral

Cole: Yeah - fucking gender neutral, thank you. But like, also hot people in tool belts.

Alyse: you should call it stud finder!

Basic Demographic Information:

Name Rebecca
Age 40
Location Seattle, WA
Occupation Hair and Makeup Artist

Warmup questions:

How many DIY projects would you say you've taken on in the past couple of years?

OH! years?! a million? I don't know, let's just say 12

What are the types of projects you're most likely to do yourself?

Anything that I don't want to spend the money on, that I have the tools for or the capacity to think that I could do it. Something I think I can do myself just as well as someone who I would pay money to.

Are there any projects that you would definitely not do yourself / hire someone for?

Yes. Plumbing. Electrical. Structural. Something with sharp blades...Something that is too heavy, or something that's not worth it.

What was your most recent (or current) DIY project?

I tiled some bathroom walls - that was my most recent.

What is your favorite or most successful DIY project you've completed?

I mean..most things that I do are pretty great and successful. Oh - I recovered those mid-century chairs, and I had never recovered the back of chairs before, I had only done the seats, and I think they came out like really good for the first time doing it, I was shocked.

Project Planning:

What motivates you to do a project yourself?

Money. Also, it's fun. It's fun to start something new. It's satisfying to have something start looking badly and then you do it yourself and it looks way better. It's fun to figure out the process and have a project to do...it's interesting, you're learning new skills, you get new information, you take risks, it's very risky.

Where do you get inspiration for DIY projects?

First it's in my mind - like I picture something - it's hard to start a DIY without knowing what I want it to look like, nearly impossible. So it starts in my head. I guess I go to **pinterest** to see what other stuff looks like, and then I go to youtube. But I don't get inspired by Youtube, I guess youtube is for the functionality of it. **Inspiration is from my mind, from vintage stuff**, maybe pinterest, shopping - vintage shops. **Architectural Digest tours on YouTube - so maybe YouTube.**

What give you the confidence to take on a project that you have no experience with?

I'm a narcissist. But I don't know how else..that's literally the only thing you could have, what gives you the confidence? I don't know, self-esteem? I guess evidence of your past projects that you've completed, you know you did this thing, so you could try this thing even though it's harder than this last thing I did. I guess **your skillset over time that you have acquired over time leads you to believe that you'll actually be able to do something.**

How do you save ideas for projects?

I guess instagram - I bookmark things. Pinterest. I think that's it. I think YouTube can be thrown in there.

How do you go about figuring out how you'll execute a project?

I make a lot of lists on scraps on papers. Just on whatever's lying around near my computer - material lists, I guess googling stuff, supplies, materials, whatever I need. Googling the cost of things. And looking for tutorials on YouTube, or sometimes I'll read an article about it I guess, it's not always YouTube. Then I get the supplies and think 'ok, here I go', and then I just start doing it.

Do you plan everything in advance, or do you figure it out as you go?

For that tiling job, because I had never done it before, I did plan everything out - I laid out every single tile I was going to put up like a psycho. I laid them all out, packed them all up, I made a little diagram, set everything up, planned to start in this corner and work outward this way and after that, you work from this side to this side and take a break. So I drew it out, I really had to plan that because I think it's concrete, and if you fuck it up, you really fuck it up. I guess **it depends on risk and how much planning you need to do. But I'm usually not that crazy about planning. I'm a try-er. When it's low risk anyway.**

Project Execution:

What are the common resources you might use to learn how to complete your project?

There's something I've never talked about before, it's YouTube. I think that's top #1.

Are there go-to websites or apps that you usually like to start with?

no. **literally just Youtube**, because I need to see somebody doing it. And think, do I trust this person, is this what I'm doing? does it look bad? how are you doing this? how does this other person do it? is this wrong? is this even applicable to what I want? I need to see it.

Kevin: do you have any methods for trying to find the best resources on YouTube?

Rebecca: Well, algorithms, they're helpful. I think the algorithm has it. But you know, it's interesting - **on YouTube, it's a question of are you watching the professional people or are you watching the DIY people do it? I do a mix of both, because I want to see how the professional does it, but like you're a professional, I can't do that, let's see a normal person do it.** So I think it's both professionals and DIY people that I watch.

How often do you reference those resources as you're working?

never. While I'm working? no. I mean, I'm only thinking very specifically, but I'm thinking, yes, I better know all of the things that I need to do before I start doing it because then if I end up in a part where I don't know how to do it, then you're really fucked. I **think I need to know the entire process before I start it so that I can think - I can do this.** So I don't do much referencing while I'm mid-project, because that means something's going wrong.

o Do you typically use a computer / phone / tablet to reference while you're working?

both - **probably my computer, I prefer to look at my computer if it's something I actually care about.**

Do you ever have trouble finding the information you need to complete projects?

Yeah, I guess so, and / or the information is too complex for me to actually get. Like when I was going to replace that bathroom fan, I was like, no, this is beyond my scope.

There were too many factors that were out of my control. **If I have trouble finding the information, I usually just don't do it.** Most of the time I feel like the risk is too great for me to do home improvement projects that have to function. If it's decorative, I'll go for it, decorative doesn't matter but if it's a real thing, if I don't find the information that I need to feel like I can be successful, then I probably don't do it.

Have you ever run into problems that you couldn't figure out how to overcome and had to change or abandon the project?

yes (example of kitchen sink faucet not being compatible, breaking in the process of swapping it) Plumbing - never again. I overcame it by sheer intimidation and force.

Potential Gains:

What are your favorite things about DIY?

I think it's like the satisfaction of knowing that you did something, that something you did is better now than when you started. It's problem solving, it's visual improvement, it's satisfaction. It's like, if something goes wrong and it looks bad, at least it's your fault. You didn't pay someone else to do something incorrectly and then you hate them. The responsibility of it is your own. If it was somebody's mistake, I would rather it be mine, because I was in control.

What are your least favorite things?

It taking longer, not actually knowing what I'm doing, frustration, the potential of doing something wrong and then having to re-do it or pay someone to re-do it so then you just spent a bunch more money than if you had just had somebody do it in the first place. impatience, I've gotten much better at being patient and doing it correctly instead of just doing it as fast as possible. The mess that it makes, the time that it takes, the fact that you're doing it yourself and there's no one else to help you. All the flip side of the other thing.

What would make DIY project planning and executing better, easier, or more enjoyable for you?

have somebody else do it. hire someone.

What are the most important features that you would want to see in a DIY website or app?

a lot of videos apparently. If there was some way to type in an actual cost estimate, not like some weird like 'a bathroom costs you \$25,000', well no it doesn't, cause it's tiny and I'm only doing these things to it. So I have no idea what it would cost if I did it myself. I guess I'm into a supply calculator maybe with some costs.

A place you could ask somebody - a chat with a person, or a forum. forum, chat and videos, and a calculator. Or even something local to your area, because prices are so different depending on where you are.