

ZUHAL O.

MOTIVATIONS

Zuhal works with other architects on commercial projects. She likes to see their work samples. She doesn't like to hear self approbation. She checks their online presence and prefers to talk to others who used their services. She prefers to call and talk to them directly to receive more information. She worries about the budget and the end results especially, if she hasn't worked with them before. She thinks their websites don't contain clear content.

GOALS

- Ability to see work samples.
- End results that meet her expectations.
- Talking to others who worked with the firm to gain insights.

PAIN POINTS

- Self approbation.
- Lack of content or unclear content.
- Budget and end result concerns.

BIO

Zuhal enjoys visiting art museums and exploring new places in her free time. She lives in NYC with her daughter. She likes attending expos and conferences related to her field. She is a successful business woman and you can find her attending events as a speaker.



AGE

52 YEARS OLD

OCCUPATION

ARCHITECT

LOCATION

NEW YORK, NY

GENDER

FEMALE

ERTEM O.

MOTIVATIONS

Ertem is a client of SK2 Architects. He used their services for his condo's interior design. He has a busy life style so he is happy to use their services. He think it's important to see their work samples and client testimonials. He thinks that the firm's website and houzz are the best platforms to find this information. He says he checks reviews about firms before making a decision. He prefers to call and talk to them directly to get more information.

GOALS

- Ability to see work samples.
- Ability to read reviews about their service.
- Ability to read their testimonials.

PAIN POINTS

- Models, no real pictures.
- Difficulty locating information.
- Oudated information.

BIO

Ertem is a busy working professional living in NYC. He travels for work frequently and he has a busy week and weekend schedule. He is an avid sci-fi reader. His hobbies are photography and creative writing and he enjoys trying new restaurants during business trips and in his free time.



AGE

43 YEARS OLD

OCCUPATION

CONSULTANT

LOCATION

BROOKLYN, NY

GENDER

MALE

ALP S.

MOTIVATIONS

Alp works closely with architects and has experience with the type of information clients inquire while searching for a firm. He thinks most architecture websites are hard to navigate. He also had consultations with firms to work on his friend's house. He thought there were no clear milestones. Since the work was interior, not structural him and his friend chose to work with contractors to do the work.

GOALS

- Understanding their design process.
- Ability to get a quote with a proposed plan quickly.
- Ability to read their testimonials.

PAIN POINTS

- Overwhelming amount of information.
- Poor style and too many effects.
- No clear information and no milestones.

BIO

Alp is a Civil Engineer. He lives and works in NYC. He enjoys trying new restaurants and meeting new people. He is a huge soccer fan and enjoys watching major games with close friends. He also likes tango dancing and takes dance lessons in his free time.



AGE

27 YEARS OLD

OCCUPATION

CIVIL ENGINEER

LOCATION

NEW YORK, NY

GENDER

MALE