

IT REPAIR BUSINESS MARKET RESEARCH

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both but ranges between 60% Men & 40% Women
- Approximate Age range? Varied 20-60
- Occupation? Business Owners or self employed or employed
- Income level? Varied dependent on business
- Geographic location? London

Painful Current State

What are they afraid of?

- ❖ Quality of repairs
- ❖ Substandard parts
- ❖ High Costs
- ❖ Unexpected Fees
- ❖ Long turn around times
- ❖ Missed deadlines
- ❖ Lack of updates
- ❖ Difficulty reaching technical support
- ❖ Lack of care
- ❖ Unclear Policies
- ❖ Hidden terms
- ❖ Data privacy concerns
- ❖ Warranty Problems

What are they angry about? Who are they angry at?

- ❖ Incomplete repairs - Technician
- ❖ High Prices - Owner
- ❖ Hidden Charges - Owner
- ❖ Unclear Pricing - Owner
- ❖ Lack of alternative solutions - Technician

❖ **What are their top daily frustrations?**

- ❖ Not being able to get through on the phone
- ❖ Being let down
- ❖ Technical Knowledge gap
- ❖ Reccouring Issues
- ❖ Inconvenient Location / Opening times

❖ **What are they embarrassed about?**

- ❖ Asking the wrong questions
- ❖ Not being a technical expert
- ❖ Admitting user errors
- ❖ Physical damage - Dirty, damaged, and poorly maintained device
- ❖ Privacy concerns - Technicians seeing sensitive information/photos
- ❖ Data exposure - Private conversations being read and distributed, numbers being shared out.
- ❖ Perceived judgment - Worrying about their screen time spent on games or apps
- ❖ Financial judgment - Opting for cheaper repairs and non genuine parts
- ❖ Repeated visits - Having to return for the same repair each time
- ❖ Outdated technology - self conscious about the age of their device

❖ **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**

Self perception

1. Frustrated and stressed out:

- ❖ Feeling overwhelmed: Continuous issues can make the customer feel overwhelmed if they rely heavily on their devices for work or social life.
- ❖ Loss of control: Persistent problems can lead to feelings of being useless and loss of

control over the customers' technology and can affect their day to day.

2. Embarrassed & Self conscious

- ❖ Technical Knowledge - Some customers may not have the best technical knowledge and would feel embarrassed to ask questions leading them to be self conscious.
- ❖ Negligence - Some customers feel it is down to user error as to why their device has broken for example dropping the device and the screen smashes, this might make them feel guilty and negligent.

3. Dependence & Vulnerability

- ❖ Over Reliant - Waking up and realizing how dependent they are on their devices and can make the customer feel vulnerable because the downtime impacts their life or work.
- ❖ Anxiety - The feeling of the potential loss of data or personal information being shared and data breaches happening for example distribution of personal photos and messages.

4. Financial Problems

- ❖ Cost concern - The cost of repeated repairs and visits can make the customer feel stressed due to not having the money or financials in place to pay for the repair or problem that has been diagnosed.

Perception of others

1. Judgment of technical knowledge

- ❖ Seen as being inept - Friends or family or colleagues might perceive customers dealing with frequent visits and repairs and tech issues to be not tech savvy and not sure what they are doing.
- ❖ Over reliant on external help - The business or owner constantly seeking help from other tech businesses to help them fix the problem to deliver the solution to the customer this makes them think they are only reliant on external help and don't have the skill set required to do the job but still quote the customer and say they can do it.

2. Perceived responsibility

- ❖ Negligence - If the user is having constant user issues that are preventable this can make others view the individual as careless or irresponsible and make them think they do not look after their devices.
- ❖ Financial Decisions - If the user is frequently needing repairs this might lead to judgements about the individuals financial situation or the ability to maintain

their devices properly.

3. Impact on their professional image

- ❖ Work Efficiency - In a professional workplace setting constant tech issues can affect the individual's reputation for example they can be seen as unreliable in the workplace, people within the workplace won't depend on them for any tech issues.
 - ❖ Professionalism - In a professional workplace setting being unable to solve basic tech problems might impact their professional image in the workplace for example you can't change your password. People in the workplace would think they are less competent in any tech environment as this is a basic issue anyone can solve/do.
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- ❖ **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**

You would not believe the experience I received from my first ever laptop repair. First off I was hit with this issue that I could not figure out for the life of me. Every time I went to fix this myself I just felt so clueless and frustrated with it all that I just wanted to throw it out of the window. So I took it to the repair shop as you do when you can't fix something or don't know what the issue is.

Well here is where the story & headache starts. They gave me an estimated cost to fix the issue that seemed very reasonable and within my budget, but when I went to pick it up I was hit with hidden charges/fees which I was not told about on arrival when bringing my laptop in for them to diagnose the problem.

I then challenged this hidden charge and then they would refer me to their customer service email and get me to outline the problem there. How can they go about charging me this much for such a simple repair?

And listen to this when they said the repair would take 2 days. In fact it took a whole week. I then continued to chase and chase for an update on my repair but there was no communication from there.

Yet again I was told to email their customer services team who would be able to assist and when I did all you get is an automated reply. And I never felt that I was getting a proper run down of the service, no one could give me a straight answer and I felt ignored and neglected throughout this whole process.

When I finally got my laptop back, the problem I went in for wasn't even fully fixed. Plus, now there are these weird glitches that weren't there before. I had to go back again, and honestly, it was so embarrassing. I feel like they must think I'm some kind of tech idiot or something. But their whole process has been embarrassing from start to finish.

I just got this funny vibe if your face does not fit them they won't go the extra mile to ensure your repair was done thoroughly. This made me feel uncomfortable through this process and made me worried that they may be going through my files or distributing my personal data.

Dealing with this repair shop overall is just a nightmare from start to finish. It's stressful, it's expensive, and it makes me feel like I'm constantly making issues up. I really need to figure out a better way to handle this because this is driving me nuts."

I wouldn't suggest going near them ever! Next time I will read reviews and do some more research.

❖ **What is keeping them from solving their problems now?**

❖ **Lack of technical knowledge**

1. Inability to diagnose the issue
2. Intimidated by technology

❖ **Financial problems**

1. Cost of the repair
2. Inability to upgrade

❖ **Time constraints**

1. Busy personal/worklife schedules
2. Urgent need for devices they cannot afford downtime.

❖ **Lack of trust**

1. Past experiences
2. Concerns of data privacy

❖ **Inconvenient access to repair services**

1. Live/office too far from the company
2. Inconvenient opening and closing times

❖ **Lack of information**

1. Struggling to find a trusted repair partner
2. Overwhelming options - many shops to choose from in the area.

❖ **Avoidance**

1. Putting off the repair
2. Hoping the problem resolves itself

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**

1. Reliable and efficient repairs

- ❖ Immediate repairs
- ❖ High quality repairs

2. Transparent and fair pricing

- ❖ Clear estimates of the job they are going to be carrying out.
- ❖ Affordable - offer various payment options for the customer and come up with a payment plan if they are unable to pay for the full cost of the repair upfront.

3. Excellent Communication

- ❖ Proactive Updates - Provide regular updates on the repair/service they are carrying out to the customer.
- ❖ Responsive support - Customer service easily accessible, responsive & helpful with any query you may have.

4. Convenience and accessibility

- ❖ Easy access - Public transport/ by car or van offering reliable walk in options
- ❖ Flexible hours - Extended hours to deal with urgent queries or repairs

5. Trust and Security

- ❖ Data privacy - Customers would need complete assurance that their personal data is secure and safe during the repair

process.

- ❖ Reputable Service Providers - The shop needs to have trustworthy staff of technicians who are fully qualified/trained in what they do.

6. Educational Material

- ❖ User education - Having easy to access educational material and resources to help them learn and support basic troubleshooting and maintenance.
- ❖ Empowerment - increase your confidence in handling minor tech issues independently, reducing the reliance on repair shops to do this for you.

7. No Down Time

- ❖ Instant repairs - Repairs completed same day or almost instantly depending on the repair/job/
- ❖ Loan Devices - Should the repair take a week or a few days come up with an alternative solution so it does not affect the customers day to day stuff.

8. Peace of mind

- ❖ Confidence in the solution to fix the problem diagnosed to be fixed quickly and efficiently.
- ❖ Reduce in anxiety levels - Eliminating any worries about data privacy concerns or pictures or texts being distributed or shown

9. Increased Productivity

- ❖ Workflow - reliable devices and quick repairs they experience minimal interruptions from their day to day.
- ❖ Efficiency - Better maintenance and less downtime.

10. Financial Relief

- ❖ Cost savings - reasonable pricing and fewer repairs can enable less financial stress.
- ❖ Budget - Transparent costs and affordable options for repairs this makes it easier to plan and prepare for any tech repairs.

11. Increased Trust

- ❖ Positive Experience - The team are great. They were very supportive and explained everything clearly when I had some issues with my Macbook Air. Thank you! (ALSO, beautiful modern store!!!)

Who do they want to impress?

- ❖ Professional Contacts - They want to be able to show and demonstrate reliability within their workplace, showing tech problems do not disrupt their productivity.
- ❖ Colleagues / Team members - Team contributions maintaining the reputation of a valuable member of staff which isn't slowed down by any tech issues and just gets on with the job.
- ❖ Family Members - Dependability - family members who require tech support need to see them as knowledgeable and that they can fix the issue, you want to be the role model of the family and someone they can look up to.
- ❖ Friends - Maintaining the reputation among friends for being the tech wizard and being resourceful to them by applying your knowledge to them and being the go to.
- ❖ Clients / Customers - Showing professionalism, showing clients/customers that they can handle tech issues promptly and maintain smooth operations without disruption.

How would they feel about themselves if they were living in their dream state? -

What do they secretly desire most?

1. Confidence and empowerment

- ❖ Technical confidence - Feeling confident and self assured in their ability to manage and repair their issues.
- ❖ Empowerment - Not having to rely heavily on others for tech repairs leading to independence.

2. Relief and piece of mind

- ❖ Stress free - Relief from stress with constant tech issues and repairs and visits to the store.
- ❖ A sense of satisfaction and consistent reliable use of their laptop without constant disruptions to their day to day

3. Pride and satisfaction

- ❖ Pride in being a tech wizard and being seen as resourceful to family/friends and professional contacts.
- ❖ Satisfied with consistent and reliable use of their devices without disruptions to their day to day.

4. Productivity & Efficiency

- ❖ Increased productivity into their day to day due to fewer tech related issues.
- ❖ Integrating tech into daily routines without the fear of unexpected breakdowns or updates or repairs.

5. Trust and reliability

- ❖ Having full trust in the reliability and repairs knowing that it will be resolved quickly and efficiently with care.
- ❖ Being dependent on tech and trustworthy in a professional setting.

Secret desires

1. Being the Master of Technology

- ❖ Having the deep desire to become the master of technology and handling most tech issues independently without any external help or advice.
- ❖ Continuous learning and staying up to date with latest tech trends and troubleshooting techniques.

2. Effortless

- ❖ Integration of their tech to work effortlessly with no disruptions into daily life.

3. Financial Ease

- ❖ Having affordable tech repairs on their doorstep and does not take a toll on their finances

4. Social Perceptions

- ❖ Gain of respect from peers/friends for technical knowledge and experiences.
- ❖ Being the go to

5. Security and privacy

- ❖ Having a strong desire now for their privacy of their personal and professional data to be kept safe and not distributed.

6. Work Life Balance

- ❖ Work life balance is good as there is no day to day disruption allowing their time and energy into hitting their goals for the day.
- ❖ Enjoying all their downtime in the evenings with no tech threats or disruptions being able to switch off.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

" If I could have done things exactly the way I wanted with my technology, my life would be so much easier and less stressful. Anytime I have an issue with my laptop or phone, I'm usually able to diagnose the problem right away and fix it myself. There was no more feeling like an idiot who doesn't know anything about technology and being able to act on it when something goes wrong.

I would love to have repair services that I can trust, where customer care and pricing is transparent and fair. No hidden charges or costs upfront with what the issue is after diagnosing and repairs being done super quickly like same day service and me not having to ring or chase them down for updates.

Privacy is a huge thing for me too. I want to know that my personal data is completely secure for when my device is being looked at / repaired. I have so much sensitive information on them. It makes me feel quite nervous to think of someone who has my devices in their position and I can't see what they are doing so I have to have trust in them.

I wish all this tech stuff wouldn't disrupt my day. Ideally, my laptop/phone would be super reliable and rarely need repairs. But if they do need fixing, I'd love to have a reliable loaner device to use in the meantime so I can keep working without missing hours of missed work.

I wish tech repairs were more financially affordable sometimes, because it can take a lot out of my back pocket and cost me a fortune. It would just be nice to have one less thing to worry about and have no disruptions during my day. If that could happen it would boost my confidence so much, I'd feel less stressed and more motivated . I have noticed how much we really rely on technology and the disruption it can cause. "

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

- ❖ Insecure - They believe they don't have the right knowledge to fix the issues themselves.
- ❖ Dependent - They are dependent on professionals to do the repairs.
- ❖ Expectations - They have high expectations already before the job has been done.
- ❖ Cost - They believe the cost should be reasonably priced for the repairs.
- ❖ Urgency - They have the urgency right away to get the problem fixed, but may not be able to be fitted in on the day.
- ❖ Data Loss - They have fear of losing all their data
- ❖ Privacy - They have privacy concerns of people having access to their data
- ❖ Trust - They might be having concerns of the technician carrying out the work.
- ❖ Past - Negative experiences in the past of companies being untrustworthy and not carrying out the correct work.
- ❖ Impact - Too much disruption to their day to day
- ❖ Stress - They are stressed at how long the down time could be and how it could affect them.

Who do they blame for their current problems and frustrations?

- ❖ Themselves due to the lack of technical knowledge and not being able to fix the problem by themselves.
- ❖ The IT Repair shop due to their incompetence, dishonesty, poor customer service, and delays.
- ❖ Manufacturers due to the device quality, the complexity, design and battery life.
- ❖ Technology and software providers due to the updates they have done and now it is causing issues.
- ❖ Third parties, they might blame other technicians they have worked with for the fault.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- ❖ DIY Repairs - Lack of technical knowledge and tried to take the job on their own without guidance or support.

- ❖ Unreliable Sources - Watching online material which just does not work as you have no social proof.
- ❖ Bad Technicians - Using technicians who were not experienced enough to take on the repair.
- ❖ Cheap Repairs - Using companies offering cheap repairs but the job is not done to the best standard.
- ❖ Certifications - No social or physical proof of being qualified.
- ❖ Decision Making - Quick to make a decision as want the problem fixed asap

How do they evaluate and decide if a solution is going to work or not?

- ❖ Reading testimonials - online reviews
- ❖ Word of mouth - friend of friends
- ❖ Credentials and experience - Fully qualified such as Cybersecurity
- ❖ Experience - The number of years working in the shop or business
- ❖ Transparency & Communication - assure customers know that they can do the job, explaining the work they need to carry out.
- ❖ Turnaround Times - quick turnaround times leads to less downtime for the customer.

What figures or brands in the industry do they respect and why?

- ❖ Elon Musk - Has a good mindset and eliminates all the negatives and turns them into positives and strives you to be the best you can be.
- ❖ Louis Rossman - Has a real good understanding on how to fix and repair apple macbooks and provides educational content to others who are just starting out.

What character traits do they value in themselves and others?

- ❖ Honesty
- ❖ Competence
- ❖ Expertise
- ❖ Problem solving skills

- ❖ Reliability
- ❖ Communication Skills

What character traits do they despise in themselves and others?

- ❖ Dishonesty
- ❖ Lack of Knowledge
- ❖ Poor Communication Skills
- ❖ Repeated failures
- ❖ Unreliable

What trends in the market are they aware of? What do they think about these trends?

- ❖ Increased focus on data security - They think it is a way of stopping their data getting leaked through bad business practices.
- ❖ Growth of subscription based repair services - They see huge increase in people or business going for support contracts.
- ❖ Environmental sustainability - Are they staying in between the environmental guidelines when it comes to their repairs/products? How are they disposing of broken parts?

What “tribes are they a part of? How do they signal and gain status in those tribes?

- ❖ Tech repair communities - By sharing valuable knowledge, certifications from noticed organizations.
- ❖ Business Owners - By sharing successful business practices and demonstrating strong customer reviews and financial success.
- ❖ DIY Enthusiasts - By sharing knowledge to those who want to carry out the repair themselves by resource sharing
- ❖ Youtube - Good online presence through offering tech repair advice
- ❖ Tik Tok - Good online presence through promoting tech repair videos on business pages.

Basic Avatar



Name: Patrick Davis

Background Details

Patrick grew up in poverty with a low income family, his parents were both hard workers which instilled in him from a young age. From the age of 17 Patrick was determined to make it as a solicitor so he worked hard from a young age working as pot washer saving his weekly wage each week to help pay for his university fees whilst also providing for his mother who is now retired he was determined to make it. He graduated from Oxford university with a masters in Law. He then landed his first role after graduating at a top law firm as a trainee solicitor. Determined to make it, Patrick saw a need within the sector that there were not many firms offering family services. With many roadblocks along the way and understanding the value of the service he decided to use his experiences and expertise and put that to the test with the biggest international family law services firm landing the role of Partner in the UK. Since becoming one of the partners in the business he was recognised as a top solicitor in the uk working on many big cases and representing many big clients.

Day in the life:

Morning Routine

- ❖ Wake Up: The day begins early, with a wake-up call at 6:00 AM.
- ❖ Exercise: A quick workout, such as a run or a gym session, to energize for the day ahead.
- ❖ Breakfast: A healthy breakfast while catching up on news, either through newspapers or digital platforms.
- ❖ Family Time: Spending a few moments catching up with my girlfriend

Commute and Preparation

- ❖ Commute: The commute to the office, often used to listen to self improvement podcasts or review notes for the day's meetings.
- ❖ Emails: Checking and responding to urgent emails, prioritizing tasks for the day.

Arrive at the Office

- ❖ Team Briefing: A brief meeting with junior associates and paralegals to discuss ongoing cases, delegate tasks, and provide guidance.
- ❖ Case Review: Reviewing case files and preparing for any court appearances or client meetings scheduled for the day.

Client Meetings

- ❖ Initial Consultation: Meeting with new clients to discuss their legal issues, explain the firm's services, and outline potential legal strategies.
- ❖ Ongoing Cases: Follow-up meetings with existing clients to update them on their cases, discuss developments, and strategize next steps.

Court Appearance

- ❖ Preparation: Final preparation for court, reviewing arguments and evidence with the legal team.
- ❖ Court Session: Representing clients in court, presenting cases, cross-examining witnesses, and making legal arguments.

Lunch Break

- ❖ Networking Lunch: Often a working lunch with clients, colleagues, or potential clients to discuss business matters, build relationships, and network.
- ❖ Quick Break: On busier days, lunch might be a quick bite at the desk while continuing to work.

Legal Research and Case Work

- ❖ Research: Conducting legal research on relevant laws, precedents, and regulations to support ongoing cases.
- ❖ Drafting Documents: Drafting legal documents, such as motions, briefs, contracts, and agreements.

Team Collaboration

- ❖ Mentoring: Providing mentorship and guidance to junior associates, helping them develop their legal skills and knowledge.
- ❖ Strategy Meetings: Collaborating with other partners and senior associates to discuss firm strategy, business development, and case management.

Evening Wind Down

- ❖ Wrap-Up: Reviewing the day's accomplishments, planning for the next day, and addressing any last-minute urgent matters.
- ❖ Commute Home: Heading home, often continuing to make calls or respond to emails during the commute.
- ❖ Going to the gym, then have a healthy dinner and winding down
- ❖ Getting ready for bed, brushing teeth.
- ❖ Sleep