

MARKET RESEARCH MYHUBB

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Mostly men, as architecture has been a male-dominated field. However, diversity is increasing, so some women may also be in the target group.
- Approximate Age range?
 - 25-50 years old. Younger freelancers may be just starting their own firms, while older individuals could be more experienced but still working with a lean team.
- Occupation?
 - Freelance architects or principal architects at small-to-medium-sized firms.
- Income level?
 - Most UK architects earn between £35,000 to £40,000 annually. Freelancers' income can vary, but those who need MEP design assistance are likely mid-level or higher. Higher earners might reach £110,000 or more.
- Geographic location?
 - UK-based, particularly in urban or suburban areas where residential building and renovations are common. London, Manchester, and Birmingham are potential hotspots.

Painful Current State

- What are they afraid of?
 - Fear of missing project deadlines, delivering substandard work, or making costly technical mistakes in the architecture that damage their reputation. Also afraid of losing clients to bigger firms and a fear of stagnating in their careers not being able to leverage their creativity.
- What are they angry about? Who are they angry at?
 - They are often frustrated by the slow pace of bureaucratic approval processes and complex building regulations in the UK. Many architects may also be angry at themselves for not being able to take on larger or more lucrative projects due to a lack of time or manpower. Additionally, they may feel anger toward clients who constantly change project scopes without increasing budgets.
- What are their top daily frustrations?
 - Time management: Balancing design, client meetings, regulatory approvals, and business management is overwhelming.
 - Client expectations: Dealing with unrealistic timelines, budget constraints, and shifting project requirements.
 - Limited resources: Especially for freelancers or small firms, having to wear many hats (designer, project manager, business owner) can be frustrating.
 - Regulatory challenges: Navigating local building codes and requirements takes up valuable time and energy.
- What are they embarrassed about?
 - Not being able to handle the full scope of the project themselves or if they cannot keep up with technological advancements in the industry. In addition, not being able to handle larger projects due to lack of resources or team

capacity might lead to a sense of inadequacy.

- How does dealing with their problems make them feel about themselves?
 - They often feel overwhelmed, underappreciated, and potentially insecure about their place in the industry. Many freelance architects or those in small firms may worry about their ability to compete with larger firms or juggle their growing workload.
- What do other people in their world think about them as a result of these problems?
 - Clients and peers might perceive them as overstretched or under-resourced, which could undermine their professional reputation. This might also lead to perceptions that they are not as cutting-edge or capable of handling larger, more complex projects.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - “I’m constantly juggling projects, and it feels like I can never catch a break. Clients keep adding more to their demands, but they don’t want to pay more or give me extra time. On top of that, staying on top of all these regulations is exhausting. Sometimes I feel like I’m running in place.”
- What is keeping them from solving their problems now?
 - Limited resources (both time and team size) and the challenges of finding reliable external help. Additionally, many may lack the capital to expand their team or invest in new technology.

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?
 - They would have a steady stream of high-paying clients, well-resourced projects, and a supportive team to handle administrative and technical details. They’d be able to focus solely on the creative aspects of architecture, with a reputation for delivering outstanding projects on time and within budget. Financially, they’d feel secure, with enough time to balance work and personal life.
- Who do they want to impress?
 - Primarily, they want to impress their clients and potential clients to secure ongoing work and referrals. They may also seek the respect of their peers and industry leaders, as well as regulatory bodies to ensure smooth project approvals.
- How would they feel about themselves if they were living in their dream state?
 - They would feel accomplished, confident, and validated in their career choices. Living in their dream state would bring a sense of pride, control, and

fulfilment, both professionally and personally.

- What do they secretly desire most?
 - Financial stability and professional recognition are key desires. Secretly, they may also long for the ability to take on larger projects, break into new markets, or even scale their small firms into larger operations. They also desire more work-life balance.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - “I wish I could just focus on designing. If I had a dedicated team to handle all the nitty-gritty, I could take on bigger projects and have more time for myself. I want to be known for designing cutting-edge buildings without worrying about project management or regulations all the time.”

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe that they are capable and skilled architects but constrained by time, resources, and external forces like regulations and client demands. They might think their success depends on working harder, not necessarily smarter.
- Who do they blame for their current problems and frustrations?
 - They likely blame bureaucratic red tape, clients with unrealistic demands, and sometimes themselves for not being more efficient or for taking on too many projects at once.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Yes, many have likely tried outsourcing or delegating aspects of their work but failed due to a lack of reliable partners or because they didn't have the budget to hire consistent help. They probably tried working with larger MEP firms or freelancers, but the high costs and long turnaround times made the process frustrating. They believe they failed because they couldn't find a partner that was both reliable and fast.
- How do they evaluate and decide if a solution is going to work or not?
 - They assess whether the solution can save them time, reduce stress, and ultimately help them deliver higher-quality projects. They also look for proof of success from industry peers or case studies to ensure that the solution has worked for others in similar situations.
- What figures or brands in the industry do they respect and why?
 - They respect established architects and firms known for innovation and high-quality design, such as [Zaha Hadid Architects](#) or [Foster + Partners](#). These brands are admired for their ability to handle complex projects while maintaining creative integrity.
- What character traits do they value in themselves and others?
 - They value creativity, attention to detail, reliability, and efficiency. Additionally, they appreciate resilience, a strong work ethic, and the ability to balance aesthetics with functionality.

- What character traits do they despise in themselves and others?
 - They dislike disorganisation, laziness, and lack of professionalism. Being unresponsive or unable to meet deadlines are seen as critical flaws.
- What trends in the market are they aware of? What do they think about these trends?
 - Architects are aware of trends like sustainable design, modular construction, and the integration of smart technology in buildings. They often view these trends positively, seeing them as opportunities to innovate and stand out, though they may be concerned about the additional skills and resources required to implement them.
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - They are part of the architectural community, both locally and internationally. Status is gained through successful projects, industry awards, speaking at conferences, and being published in industry magazines or journals. They are likely part of professional groups like the Royal Institute of British Architects (RIBA), LinkedIn architecture groups, and online communities such as ArchDaily. They signal their status through portfolio work, certifications, and recommendations from clients.

Basic Avatar



Name: Alex Thompson

Age: 36

Occupation: Freelance Architect

Income: £45,000/year

Location: London, UK

Background Details

- Alex runs a small freelance architecture business in London. He's been in the industry for about 10 years and recently transitioned from working at a larger firm to freelancing. He focuses on residential projects, particularly for homeowners looking

to build energy-efficient homes. Alex loves the creative side of architecture but struggles with the technical aspects, particularly MEP design. He often feels overwhelmed with managing multiple projects, all while trying to grow his business.

Day in the life:

6:30 AM – Early Morning Routine

Alex starts his day with a quick jog, followed by a light breakfast and coffee while checking emails and planning his day. Says goodbye to the family and heads to the office.

8:30 AM – Design Work

In his home office, Alex spends a few hours focusing on the creative aspects of architecture, working on designs and overseeing outsourced plans for ongoing projects.

11:00 AM – Client Meeting

He meets clients on-site or at a café to discuss project designs, using his tablet to present visual concepts and address any client concerns.

12:30 PM – Lunch Break

Alex enjoys a casual lunch while catching up on industry trends and browsing social media for architectural inspiration.

1:30 PM – Site Visit

He visits a construction site to ensure that his design plans are being executed correctly, making any necessary adjustments with the contractor.

3:00 PM – Admin Work

Back at home, Alex handles admin tasks, including emails, invoicing, and regulatory paperwork, while also researching new design tools.

4:30 PM – Collaboration

He attends a virtual meeting with vendor engineers to ensure all systems are aligned with his designs.

6:00 PM – Wrapping Up

Alex reviews the day's progress, plans the next day, and updates his portfolio for future client presentations.

7:00 PM – Dinner with Family

Alex heads home for dinner, to spend time with his wife and two kids in their home. After dinner he spends some time with the kids and helps to get them to sleep.

9:30 PM – Evening Wind Down

Alex spends his evening relaxing with a book or a documentary, spending some time with his wife, maybe sketching any last-minute design ideas before bed.