

# THE THREE TYPES OF KITCHEN RETAIL CUSTOMER AND HOW TO MEET THEIR DESIGN NEEDS



DIY



## Design-It-Yourself

Tech-savvy with an inquisitive 'give it a go' mindset who are happy to design independently using online tools. DIYers are willing to collaborate with sales experts online and even place the order online.



DIWM



## Design-It-With-Me

Confident up to a certain point and then need validation and support from experts. DIWMers often progress their designs via online tools and consultations, go in-store to validate their ideas, refine their plans autonomously, then iterate with sales experts online and in-store to finalize their plans. They might place an order either online or in-store.



DIFM



## Design-It-For-Me

Looking for a one-stop design solution from an expert who they can entrust their ideas with, as they often have a limited time frame. DIFMers might find collections they like online, but from the very first stage of design they want sales expert support, moving between online, phone and in-store design review. They typically complete the purchase in-store.

**The HomeByMe for Kitchen Retailers 3D planning solution** offers a completely customizable omnichannel experience that matches the preferred customer journey for every buyer persona, enabling the kitchen design process to be completed online, in-store or a blend of both.

## Benefits

- Optimized process personalized to the customer's preferences
- Improved customer experience and shorter purchase cycle
- Integrated omnichannel solution
- Empowered customer, increased loyalty and advocacy