



Great Ideas For Customer Experiences

Five Types of Do-It-Yourself Customers

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When companies adopt strategies associated with codesign, cocreation, and coproduction, customers can play many different roles. When we use *do-it-yourself* to explain these concepts, people tend to equate that with one or two types of customers (the first two in the list below). However, we see that do-it-yourself customers come in five different flavors. How is your business addressing the needs of each of these types of do-it-yourself customers?

1. **Transactionals** are those who like to perform everyday transactions themselves. They use self checkout at the grocery store, eat at the buffet, and book travel online.
2. **Traditionals** are what we typically think of as do-it yourselfers in terms of home improvement, gardening, financial management, auto repair, and so on. These are the people who frequent Home Depot, Smith & Hawken, Charles Schwab, and Kragen Auto Parts.
3. **Conventionals** acquire tangible self-contained products that are enablers for doing things themselves. For example, a Viking stove facilitates the do-it-yourself task of gourmet cooking. A snowblower enables one to clear the snow from the driveway.
4. **Intentionals** engage in do-it-yourself experiences to customize goods and services to their specification. Think Build-A-Bear® Workshops and Nike iD.com online design center.
5. **Radicals** take do-it-yourself to new extremes. Like the gentleman who re-wrote the operating system for his Lego® Mindstorms robot.

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