



Target Audience Messages

The 2024 International Residential Code (IRC) from the International Code Council (ICC), includes a new section which will improve the quality of post-tensioned concrete slab-on-ground floors.





INTRODUCTION

Knowing your target audience, their goals and pain points will help you understand what drives them and how to capture their attention and connect with them in a way that will resonate. The goal is to compel them to embrace and implement the newly revised code.

The following target audience profiles are amalgamations of individuals within the respective fields. These have been compiled based on research and data. By reviewing each profile's goals and pain points, as well as the key messages recommended for each, you will be ready to have those important conversations that will help drive awareness and implementation of the code.





GOALS

- Lowering construction costs.
- Improving construction schedule.
- Reducing issues that could cause a red tag delay from the city inspector.
- Reducing warranty issues they could have with the homebuyer.
- Improving jobsite safety by lowering incidents.
- Reducing any need for repair/remediation of the structure during construction.
- Finding an edge that will help them beat their competition.

PAIN POINTS

- Cost or schedule increases need to be avoided.
- Delays with city green tagging during construction are costly.
- Jobsite safety issues and incidences need to be avoided.
- Making repairs during construction or the warranty period is time consuming and costly.
- Will finding PTI-certified suppliers be difficult?
- Will finding or hiring PTI-certified field personnel be difficult?

KEY MESSAGES

- This code change will not increase costs, and it will help improve the overall schedule.
- Both materials from certified plants and work by certified field personnel who are better trained and educated help improve overall quality.
- Better quality helps avoid red tags, warranty claims and the potential need for repairs and remediation due to construction issues.
- Promoting and enforcing this code change will elevate home builders and contractors above their competition who may insist on doing things “like we’ve always been doing them.”
- PTI can readily assist home builders and contractors with finding certified PT suppliers and certified personnel or facilitating the enrollment of existing personnel in the workshop program.





GOALS

- Structural integrity, quality, and durability.
- Fewer issues from the jobsite. This reduces the Licensed Design Professionals (LDP) cost for construction administration services.
- Fewer requests for information (RFIs) due to contractor confusion, inexperience or problem-solving queries.
- Fewer repairs due to PT issues and thus less time spent by the LDP having to review and approve
- Fewer PT stressing issues the LDP might have to help resolve.
- Fewer material and installation non-conformities for the LDP to deal with during their pre-pour field observation site visit.
- Higher level of confidence that their design is built correctly as intended.
- Fewer warranty claims so the LDP isn't dragged into that down the road by the homeowner and contractor.

PAIN POINTS

- Field issues that require LDP involvement for resolution.
- Inferior materials or labor that negatively impacts structural performance and long-term durability.
- Guilt by association factor when lower quality construction can create questions about the design.

KEY MESSAGES

- Both materials from certified plants and work by certified field personnel who are better trained and educated help improve quality control and reduce field issues.
- Better quality helps avoid warranty claims and the potential need for repairs and remediation due to construction issues.
- This code change better aligns the certification requirements for PT slab-on-ground construction with those already in place for PT buildings that structural engineers have specified for many years now.





GOALS

- Building officials want codes to continuously improve the integrity, safety and long-term durability of structures.
- Construction improvements that reduce the burden on city inspectors and the time they need to spend documenting non-conformities.
- The ability to promote improved building standards to the public governed by a municipality.
- Community growth and development with fewer negatives or obstacles that might impede that growth.
- Building officials want to be able to incorporate code changes and the effect they have on their engineering and inspection personnel as seamlessly as possible.

PAIN POINTS

- Municipalities want the adoption of code changes to be clear and straightforward so they can easily adapt to their enforcement.
- Building officials don't want to experience undue burdens brought on by a code change.
- Building officials and inspectors don't want to have to deal with frequent non-conformities in the field.
- Building officials and inspectors dislike inconsistencies in code requirements, and requiring certified PT plants and field personnel on PT building projects but not on PT slab-on-ground projects, as it has been, is an inconsistency.

KEY MESSAGES

- This code change will help improve the structural integrity, jobsite safety and long-term durability of PT slab-on-ground structures.
- This code change will be easy to adopt and understand, plus PTI can provide education and training associated with the change.
- Homeowners in the municipality will experience improved construction outcomes.





GOALS

- Inspection agencies want codes to continuously improve the integrity, safety and long-term durability of structures.
- Construction improvements that reduce the burden on inspection agencies and the time they need to spend documenting non-conformities.
- The ability to promote improved building standards to the public.
- Community growth and development with fewer negatives or obstacles that might impede that growth.
- Inspection agencies want to be able to incorporate code changes and the effect they have on their inspection personnel as seamlessly as possible.
- The ability to obtain (and then maintain) a PTI Slab-on-Ground Inspector (Level 1 and 2) field certification without difficulty or inconvenience.

PAIN POINTS

- Inspection agencies want the adoption of code changes to be clear and straightforward so they can easily adapt to their enforcement.
- Inspection agencies don't want to experience undue burdens brought on by a code change.
- Inspectors don't want to have to deal with frequent non-conformities in the field.
- Inspectors dislike inconsistencies in code requirements, and requiring certified PT plants and field personnel on PT building projects but not on PT slab-on-ground projects, as it has been, is an inconsistency.
- Inspection agencies don't like being required to obtain an additional industry certification and the education and training that goes along with it.

KEY MESSAGES

- This code change will help improve the structural integrity, jobsite safety and long-term durability of PT slab-on-ground structures.
- This code change will be easy to adopt and understand, plus PTI can provide education and training associated with the change.
- Homeowners will experience improved construction outcomes.
- PTI can help inspectors with obtaining and maintaining a PTI Slab-on-Ground Inspector (Level 1 and 2) field certification without difficulty or inconvenience.





GOALS

- High-quality home construction that is structurally sound, durable and easy to maintain.
 - Fewer or no builder warranty issues to contend with as the homeowner.
 - Economical construction cost.
 - Improved resale value when compared to the competition.
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PAIN POINTS

- Structural issues with one's home, which most homeowners have less experience understanding or navigating.
 - Issues during construction that cause the homeowner concern, especially if something must be repaired or remediated during the new home construction process.
 - Anything negative that can impact the resale value of one's home.
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KEY MESSAGES

- This code change will not increase costs, and it should help improve the overall schedule.
- Both materials from certified plants and work by certified field personnel who are better trained and educated help improve overall quality.
- Better quality helps avoid warranty claims and the potential need for repairs and remediation due to construction issues.
- Real estate agents can readily obtain information from PTI that will help them understand the benefits of this code change and explain it to their buyer customers. This is somewhat comparable to building standards that improve the energy efficiency of a home and a real estate agent explaining the specifics of that to a home buyer.





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