1. # Customer Segments

Goal: Develop a hypothesis of who your customers are and what problems/needs they have that will drive them to use your product/service

Define the Customer Problem:

- Does the customer have a latent, passive, active or vision problem/need? Explain

Define the Customer Type

Define the distinctly different types of 'customer'

Who will be the actual day-to-day users of the product?

Who are the influencers and recommenders?

Who is the 'economic buyer'? (i.e. whose budget will pay for it?)

Do you think the economic buyer has an existing budget for this product or do they need to get one approved?

Who are the decision makers?

Who else needs to approve the purchase? And who can kill it?

What are the Customer's wants and needs?

Rated on a "problem recognition scale"

Does the product solve a mission-critical company problem or satisfy a must-have customer need?

How painful is the need? How eager is the customer to satisfy the need?

Draw the Customer Archetypes

Draw the Day in the life of a customer-before and after the product

Draw the Organizational and Customer Influence maps

List those who could influence a customer's buying decision

Consider the product's influence on his/her daily life

Is this a Multi-sided Market?

How will you address each side of the market?