## Worksheet Module 3 Week 2: Analyse your customers

segmentation criteria you have used (location, gender, income, needs, behaviours, values, etc
Customer segment 1:
Customer segment 2:

Customer segment 3:		
Customer segment 4:		

	Revenue potential	Market structure	Your own capacity	Priority
Customer segment 1:				
Customer segment 2:				
Customer segment 3:				
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Customer segment 4:				

3.	Your customer's activities: What is your customer trying to get done by using your product? What
	is your customer's daily activity?
4.	Your customer's pains: What challenges, risks, or bad experiences does your customer currently
	face while still using a competing product or solution?

5. Additional customer characteristics
Age:
Gender:
Location:
Occupation:
Marital status:
Children:
Values and beliefs:
News sources he/she uses:
5

Where does he/she shop?
Where does he/she work?
Where does he/she spend his/her spare time?
Does he/she have a car?

Describe his/her buying habits.
How much disposable income does he/she have per month?
How does he/she make buying decisions?
7

Describe your ideal customer's thought process when he/she seeks an alternative product solution to		
his/her problems.		