Worksheet Module 3 Week 2: Analyse your customers

1. Who are your customer segments? Describe your segments below and mention the segmentation criteria you have used (location, gender, income, needs, behaviours, values, etc.)

Customer segment 1:

Customer segment 2:
Customer segment 3:

Customer segment 4:
2. Assess and prioritize your customer segments according to the criteria revenue potential, market structure and your own capacity.

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<th>Revenue potential</th>
<th>Market structure</th>
<th>Your own capacity</th>
<th>Priority</th>
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<td>Customer segment 1:</td>
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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: ____________________________________________________________________________
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?
Describe your ideal customer’s thought process when he/she seeks an alternative product solution to his/her problems.