

CUSTOMER ARCHETYPE

INTRODUCTION

- ◎ The consumer archetype is a narrative of the character you described as your ideal customer, focusing on their behavior and their relationship with a particular product.
- ◎ The important thing is to have the information about how your ideal customer behaves. their wants, their needs, what they lack, and how they feel when they are interacting with a person.

- ◎The Customer Archetype is a tool that is designed to give you in-depth knowledge of the final consumer behaviour, and the future interaction that they could have with the solution that you will offer.
- ◎This process makes it easier to meet their expectations.

WHY A CUSTOMER ARCHETYPE?

- ◎ It serves well to predict their behaviour, their desires, and their concerns. And then, use that information as a competitive advantage to satisfy them with the product you are going to develop.
- ◎ Some experts believe that an archetype even contains information about the product and the future interaction of the consumer with the you are going to develop.
- ◎ That is why you should lead with questions such as What are the general characteristics of the consumer? What is the goal of using the product? What is the consumer focused on when they use the product?

© <https://www.youtube.com/watch?v=StAeAl6gNPY>

HOW TO IDENTIFY CUSTOMER ARCHETYPES

Talk to Your Customers

Use Jung's Archetypes as Inspiration

Write a Descriptive Paragraph to Accompany Each of Your Archetypes