**Disciplined Entrepreneurship Workbook**

# Step 3: Build an End User Profile for the Beachhead Market - Worksheets

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| End User Profile for Beachhead Market | |
| **Demographics** (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | Gender: All genders  Age: Primarily 18-55 (young adults to middle-aged travelers)  Income: Middle to high-income earners (those who can afford travel)  Geography: Global (frequent travelers, digital nomads, business professionals, tourists)  Job Title: Business travelers, travel bloggers, digital nomads, leisure travelers, executives, travel agents  Education: High school to postgraduate (tech-savvy and travel-savvy individuals)  Ethnicity: Diverse, global audience  Marital Status: Single, married, families, honeymooners  Political Affiliations: Irrelevant unless travel restrictions apply |
| **Psychographics** (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | Aspirations:  Exploring new places efficiently  Experiencing authentic local cultures  Personalized and instant travel recommendations  Fears:  Getting lost in an unfamiliar location  Missing out on key experiences due to lack of knowledge  Travel scams and safety concerns  Motivators:  Convenience and time efficiency  Seamless and stress-free travel  Local insights and hidden gems  Hobbies:  Traveling and exploring new cultures  Photography and vlogging  Adventure sports and activities  Opinions & Values:  Tech-savvy and open to AI assistance  Prefer independent, customized travel over guided tours  Sustainability-conscious and support responsible tourism  Personality Traits:  Curious and adventurous  Organized yet flexible  Willing to embrace new technologies |
| **Proxy Products** (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user) | Travel Apps: Google Maps, TripAdvisor, Airbnb, Expedia, Booking.com, Skyscanner  Navigation & Mobility: Uber, Lyft, Waze, Google Maps  Language & AI Assistants: Google Translate, Duolingo, ChatGPT, Siri  Social media & Experience Sharing: Instagram, Facebook, TikTok, YouTube (travel vloggers), Pinterest  Subscription Services: Travel insurance, Lounge access apps |
| **Watering Holes** (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | Travel Planning & Review Platforms (Very High Intensity)  TripAdvisor, Google Reviews, Booking.com, Expedia  Users actively seek recommendations, reviews, and guides for new destinations.  Social Media (High Intensity)  Instagram, TikTok, YouTube, Facebook Travel Groups  Users consume travel content, follow influencers, and share experiences.  Navigation & Local Apps (High Intensity)  Google Maps, Waze, Uber/Lyft  Essential for getting around new places and discovering locations.  Online Communities & Forums (Medium Intensity)  Reddit r/travel, Facebook travel groups  Travelers discuss experiences, share recommendations, and ask for advice.  Travel Agencies & Airport Lounges (Low Intensity - Traditional Travelers & Luxury Segment)  High-end travelers may use agents or concierge services for planning. |
| **Day in the Life** (describe a day in the life of the end user and what is going on in her head) | **Persona: Antonis, a 25-year-old frequent traveler (leisure/business)**  8:17 AM – Wakes up in a hotel/Airbnb, checks Tourmate for personalized recommendations on local breakfast spots.  8:42 AM – Uses Google Maps for directions and Uber to get around but relies on Tourmate for hidden gems nearby.  10:09 AM – Visits a landmark; uses Tourmate’s AI chatbot to get instant insights, history, and best photo spots.  1:36 PM – Lunch at a local restaurant recommended by the app based on preferences.  3:05 PM – Has some free time; checks Tourmate for spontaneous activities or unique cultural experiences.  6:00 PM – Plans evening activities; maybe a rooftop bar or a local show recommended by Tourmate.  10:28 PM – Shares photos and experiences on Instagram/TikTok.  11:33 PM – Prepares for the next day using Tourmate’s itinerary builder and sleeps.  **Mindset Throughout the Day:**  “Where should I go next that’s worth my time?”  “How do I avoid tourist traps?”  “I need real-time guidance, not just pre-planned trips.”  “Can I get recommendations that match my vibe today?”  “How do I make the most out of my limited time here?” |
| **Priorities** (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Seamless Navigation & Local Insights Weighting: 30% 2. Personalized Experience & Convenience Weighting: 25% 3. Safety & Hassle-Free Travel Weighting: 20% 4. Authentic & Unique Experiences Weighting: 15% 5. Social Sharing & Validation Weighting: 10% |