# Step 9 (Identify Your Next 10 Customers) Worksheets (3):

### Worksheet #1: Summary of Next 10 Customers

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Summary of Next 10 Customers | | | | | | | | | | | | |
|  | **General Info** | | | | **Fit** | | | | | **Engagement** | | |
| **#** | **Customer Name** | **Relevant Info** | **Title** | **Email/ Phone** | **Demographic** | **Psycho-graphic** | **Use Case** | **Value Prop** | **Overall** | **Contacted** | **Level of Interest – Letter of Intent?** | **Source** |
| **1** | **Nikos Georgiou** | |  | | --- | | **Eco-conscious digital nomad** |  |  | | --- | |  | | **Freelancer Web Developer** | **Yes** | |  | | --- | | **Male, 35, Cyprus, digital nomad** |  |  | | --- | |  | | |  | | --- | | **Values sustainability, local experiences, authenticity** |  |  | | --- | |  | | |  | | --- | | **Needs trusted local insights for off-the-beaten-path experiences** |  |  | | --- | |  | | |  | | --- | | **Community-driven travel platform with authentic experiences** |  |  | | --- | |  | | **High** | **Yes** | |  | | --- | | **Interested, but comparing with Reddit/Telegram** |  |  | | --- | |  | | |  | | --- | | **Nomad List, Couchsurfing, Reddit** |  |  | | --- | |  | |
| **2** | |  | | --- | | **Sarah Turner** |  |  | | --- | |  | | |  | | --- | | **Solo traveler, loves adventure** |  |  | | --- | |  | | |  | | --- | | **Marketing Manager** |  |  | | --- | |  | | |  | | --- | |  |   **Yes** | **Female, 29, USA, middle-income** | |  | | --- | | **Thrill-seeker, values convenience, hates planning** |  |  | | --- | |  | | |  | | --- | | **Needs easy, pre-planned trips** |  |  | | --- | |  | | |  | | --- | | **AI-powered personalized trip itineraries** |  |  | | --- | |  | | **High** | **Yes** | **Interested, requested demo** | |  | | --- | | **Travel forum** |  |  | | --- | |  | |
| **3** | |  | | --- | | **David Ronald** |  |  | | --- | |  | | |  | | --- | | **Business traveler, frequent flyer** |  |  | | --- | |  | | **Sales Director** | **Yes** | |  | | --- | | **Male, 35, UK, high-income** |  |  | | --- | |  | | |  | | --- | | **Prefers fast solutions, hates logistics** |  |  | | --- | |  | | |  | | --- | | **Needs efficient last-minute bookings** |  |  | | --- | |  | | |  | | --- | | **One-click business trip planner & calendar sync** |  |  | | --- | |  | | **High** | **Yes** | |  | | --- | | **High interest** |  |  | | --- | |  | | |  | | --- | | **Facebook group** |  |  | | --- | |  | |
| **4** | |  | | --- | | **Lisa Dennis** |  |  | | --- | |  | | |  | | --- | | **Mom of 2, family traveler** |  |  | | --- | |  | | **Teacher** | **Yes** | |  | | --- | | **Female, 42, Canada, middle-income** |  |  | | --- | |  | | |  | | --- | | **Family-focused, safety-conscious** |  |  | | --- | |  | | |  | | --- | | **Needs kid-friendly travel options** |  |  | | --- | |  | | |  | | --- | | **Family-focused recommendations & safety filters** |  |  | | --- | |  | | **Medium** | **Yes** | |  | | --- | | **Moderate interest** |  |  | | --- | |  | | |  | | --- | | **Facebook group** |  |  | | --- | |  | |
| **5** | **Miguel Garcia** | |  | | --- | | **Digital nomad, remote worker** |  |  | | --- | |  | | |  | | --- | | **Software Engineer** |  |  | | --- | |  | | **Yes** | |  | | --- | | **Male, 30, Spain, digital nomad** |  |  | | --- | |  | | |  | | --- | | **Budget-conscious, values local experiences** |  |  | | --- | |  | | |  | | --- | | **Needs affordable, long-term travel plans** |  |  | | --- | |  | | |  | | --- | | **Budget-friendly extended stay options** |  |  | | --- | |  | | **High** | |  | | --- | | **Yes** |  |  | | --- | |  | | |  | | --- | | **Interested, considering subscription** |  |  | | --- | |  | | |  | | --- | | **Nomad community** |  |  | | --- | |  | |
| **6** | |  | | --- | | **Priya Singh** |  |  | | --- | |  | | |  | | --- | | **Wellness traveler, yoga enthusiast** |  |  | | --- | |  | | |  | | --- | | **Entrepreneur** |  |  | | --- | |  | | **Yes** | |  | | --- | | **Female, 38, India, high-income** |  |  | | --- | |  | | |  | | --- | | **Values relaxation, mindfulness** |  |  | | --- | |  | | |  | | --- | | **Needs wellness retreats & spa trips** |  |  | | --- | |  | | |  | | --- | | **Curated wellness experiences & stress-free planning** |  |  | | --- | |  | | **High** | |  | | --- | | **Yes** |  |  | | --- | |  | | |  | | --- | | **Interested, wants custom recommendations** |  |  | | --- | |  | | |  | | --- | | **Instagram outreach** |  |  | | --- | |  | |
| **7** | **Jessica Moore** | |  | | --- | | **Frequent flyer, influencer** |  |  | | --- | |  | | |  | | --- | | **Travel Blogger** |  |  | | --- | |  | | |  | | --- | |  |   **Yes** | |  | | --- | | **Female, 27, Australia, high-income** |  |  | | --- | |  | | |  | | --- | | **Trendy, social media-driven** |  |  | | --- | |  | | **Needs shareable, aesthetic trip ideas** | |  | | --- | | **Instagram-worthy travel recommendations** |  |  | | --- | |  | | **High** | **Yes** | |  | | --- | | **Strong interest, potential partner** |  |  | | --- | |  | | |  | | --- | | **Instagram DM** |  |  | | --- | |  | |
| **8** | |  | | --- | | **Tom Brandon** |  |  | | --- | |  | | |  | | --- | | **Retired traveler, loves history** |  |  | | --- | |  | | |  | | --- | | **Retired Professor** |  |  | | --- | |  | | |  | | --- | |  |   **Yes** | |  | | --- | | **Male, 65, Germany, upper-middle-income** |  |  | | --- | |  | | |  | | --- | | **Prefers historical/cultural trips, enjoys planning** |  |  | | --- | |  | | **Needs in-depth historical insights** | |  | | --- | | **AI-powered history & culture-focused itineraries** |  |  | | --- | |  | | |  | | --- | | **Medium** |  |  | | --- | |  | | **Yes** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  | | --- | | **Moderate interest** |  |  | | --- | |  | |  |  | | --- | |  | |  |  | | --- | |  | | |  |  |  | | --- | --- | --- | | |  | | --- | | **Travel blog** |  |  | | --- | |  | |  |  | | --- | |  | |
| **9** | |  | | --- | | **Ahmed Sudanov** |  |  | | --- | |  | | |  | | --- | | **Tech executive, travels for work** |  |  | | --- | |  | | |  | | --- | | **CTO** |  |  | | --- | |  | | **Yes** | |  | | --- | | **Male, 40, UAE, high-income** |  |  | | --- | |  | | |  | | --- | | **Busy, time-sensitive, values luxury** |  |  | | --- | |  | | |  | | --- | | **Needs seamless trip & meeting scheduling** |  |  | | --- | |  | | |  | | --- | | **AI-driven business travel concierge** |  |  | | --- | |  | | **High** | **Yes** | |  | | --- | | **High interest** |  |  | | --- | |  | | |  | | --- | | **Corporate referral** |  |  | | --- | |  | |
| **10** | |  | | --- | | **Emily Corvey** |  |  | | --- | |  | | |  | | --- | | **College student, budget traveler** |  |  | | --- | |  | | |  | | --- | | **University Student** |  |  | | --- | |  | | **Yes** | |  | | --- | | **Female, 22, Argentina, low-income** |  |  | | --- | |  | | |  | | --- | | **Budget-conscious, loves group trips** |  |  | | --- | |  | | |  | | --- | | **Needs cheap & flexible travel options** |  |  | | --- | |  | | |  | | --- | | **Best deals, student discounts, & budget-friendly itineraries** |  |  | | --- | |  | | **Medium** | **Yes** | |  | | --- | | **Some interest, price-sensitive** |  |  | | --- | |  | | **University network** |

*Note -1: Like with other worksheets, this is meant to give some structure but it can and should be customized as appropriate for your situation*

*Note – 2: Relevant Info is other relevant info that is not captured elsewhere, such as “Total Megawatts Installed” for the Methane Capture example from* Disciplined Entrepreneurship*.*

### Worksheet #2: Notes From Conversation With Potential End User

(Make a copy of this worksheet for each end user you talk to)

|  |  |
| --- | --- |
| **Nikos Georgiou** | |
| 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: Male  Age: 35  Income: €40K annual  Geography: Cyprus-based, travels frequently  Job Title: Freelance Web Developer  Education: Master’s in Computer Science  Marital Status: Single |
| 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.) | Seeks freedom, authenticity, sustainability  Avoids mass tourism; prefers local culture immersion  Fears: Over-tourism, inauthentic experiences |
| 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) | **Uses:** Airbnb (eco-friendly stays), Workfrom (coworking spots), Google Maps (location scouting), Nomad List (community insights), Telegram/Reddit (real-time advice) |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | Nomad List (High intensity – primary source for travel insights)  Reddit (r/digitalnomad, r/travel) (Frequent discussions)  Instagram (Finds local experiences through influencers)  LinkedIn Remote Work Groups (Less frequent, but checks for co-living spaces) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | **Morning:** Wakes up early, finds a local café with Wi-Fi, checks emails  **Midday:** Works on freelance projects, takes a break for a local meal  **Afternoon:** Explores new places, connects with locals  **Evening:** Reflects on the day, writes in his journal, engages in online travel discussions |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Authentic travel experiences Weighting: 30% 2. Sustainability in travel Weighting: 20% 3. Work-travel balance Weighting: 20% 4. Personal growth through experiences Weighting: 15% 5. Community and Networking Weighting: 15% |
| Feedback on Full Life Cycle Use Case | Likes the idea of a **trusted platform** for unique travel experiences but is concerned about **reliability of recommendations** |
| Feedback on High Level Product Specification | |  | | --- | | Prefers a **lightweight app** that doesn’t require constant internet access |  |  | | --- | |  | |
| Feedback on Quantified Value Proposition | Would use if it **saves time** finding authentic experiences and **reduces uncertainty** in planning |
| General thoughts/conclusions/questions the end user has | |  | | --- | | How will you ensure **local authenticity**? Will there be **user-generated reviews**? |  |  | | --- | |  | |
| Your notes after the conversation | Nikos prefers **community-sourced recommendations** over AI-based suggestions. Wants an **offline mode** for travelers in remote areas. |

|  |  |
| --- | --- |
| **Sarah Turner** | |
| 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:** Female  **Age:** 29  **Income:** Middle-income  **Geography:** USA  **Job Title:** Marketing Manager  **Education:** Bachelor’s in Communications  **Ethnicity:** Caucasian  **Marital Status:** Single |
| 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.) | Thrill-seeker, spontaneous, hates time spent planning.  Loves experiences that feel adventurous but are easy to access. |
| 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) | Airbnb Experiences, Google Trips, Instagram travel reels, Pinterest trip pins |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | **1.** Instagram (very high)  **2.** Pinterest (high)  **3.** Travel blogs (medium)  **4.** Solo female traveler forums (medium) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | | Works a 9-5, scrolls Instagram during breaks and evenings for future travel. Prefers to book trips spontaneously when she sees a good idea or deal. |  |  | | --- | |  | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Ease of planning Weighting: 30% 2. Uniqueness of experience Weighting: 25% 3. Safety for solo travel Weighting: 20% 4. Budget Weighting: 15% 5. Shareability Weighting: 10% |
| Feedback on Full Life Cycle Use Case | Loved the idea of a "plug and play" trip builder, especially one that works well for solo travelers. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Wants an app with itineraries that adjust to time and weather. Suggested collaboration with Google Calendar. |
| Feedback on Quantified Value Proposition | Time-saving is very appealing. She liked the idea of reducing planning from 10+ hours to less than 30 minutes. |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked about how the personalization would work — if it would truly “get” her preferences. |
| Your notes after the conversation | Very engaged. Would try the product. Wants a free trial or sample trip plan before subscribing. Suggested adding “trip mood” settings like “adventure,” “chill,” “culture,” etc. |

|  |  |
| --- | --- |
| **David Ronald** | |
| 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:** Male  **Age:** 35  **Income:** High-income  **Geography:** UK  **Job Title:** Sales Director  **Education:** MBA  **Ethnicity:** White British |
| 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.) | Fast-paced, results-oriented, hates wasting time.  Wants speed, efficiency, and tech that makes life easier.  Very metric-driven and travel-weary. |
| 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) | TripIt, Google Calendar, Uber, airline apps with priority services |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | **1.** LinkedIn (high)  **2.** Business travel Slack groups (medium)  **3.** Facebook (low)  **4.** Airport lounges and business newsletters (medium) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | On calls from 8 am, always juggling time zones. Often has 2–3 trips per week. Books flights/hotels last minute while juggling meetings. Wishes for auto-scheduling and less stress. |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Speed of planning Weighting: 35% 2. Seamless scheduling Weighting: 25% 3. Integration with work tools Weighting: 20% 4. Personal comfort Weighting: 15% 5. Customer support Weighting: 5% |
| Feedback on Full Life Cycle Use Case | Really liked the concept of syncing travel plans with his calendar and meeting schedule automatically. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Needs it to integrate with enterprise tools like Outlook, Zoom, and Slack. Simplicity is key. |
| Feedback on Quantified Value Proposition | Saving 3–5 hours per trip was seen as extremely valuable, especially if it eliminates stress. |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked about data security and whether the system will allow approvals from his assistant. |
| Your notes after the conversation | Very promising lead. May bring this up to HR/Travel Ops at his company. Sees value in a corporate plan. Wants a demo and case study. |

|  |  |
| --- | --- |
| **Lisa Dennis** | |
| 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:** Female  **Age:** 42  **Income:** Middle-income  **Geography:** Canada  **Job Title:** Teacher  **Education:** Bachelor's in Education  **Ethnicity:** White  **Marital Status:** Married, 2 children |
| 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.) | Family-focused, safety-conscious, values planning and structure.  Prefers reliable over trendy.  Prioritizes her kids' happiness and safety while balancing her own need for rest and connection. |
| 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) | Airbnb (family filters), TripAdvisor, Google Travel, family-focused YouTube travel vlogs |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | |  | | --- | |  |  |  | | --- | | **1.** Facebook mom/travel groups (high)  **2.** Pinterest (medium)  **3.** Instagram travel influencers for families (low)  **4.** Educational travel blogs (medium) | |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | Lisa wakes up early to get her kids ready for school and manages a classroom full of students by day. After work, she's balancing dinner, homework, and bedtime routines. She rarely has time for herself until 9pm. Most of her travel planning happens late at night with a glass of tea, scrolling through Pinterest boards or Facebook groups. She seeks efficient solutions and safe destinations that promise relaxation for her and entertainment for her kids. Planning a trip feels overwhelming, so she’s drawn to platforms that do the heavy lifting and eliminate uncertainty. |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Safety for kids Weighting: 40% 2. Educational/fun experiences Weighting: 25% 3. Price Weighting: 20% 4. Clean accommodation Weighting: 15% |
| Feedback on Full Life Cycle Use Case | Liked the end-to-end idea of planning and booking.  Appreciated that the journey was broken into manageable steps with family filters |
| Feedback on High Level Product Specification | |  | | --- | |  |   Suggested including emergency contact info per destination and a ‘kid-friendliness’ rating system. |
| Feedback on Quantified Value Proposition | Found value in the time saved, but emphasized that peace of mind was more important than minutes saved. |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Wanted to know: Are reviews verified? Can she speak to other families who’ve used it? Is there customer support for urgent issues while abroad? |
| Your notes after the conversation | She’s cautious but open. Wants to test the product for an upcoming spring break trip. May be a great long-term customer if trust is earned early. Recommended building trust features (family testimonials, real photos, support chat). |

|  |  |
| --- | --- |
| **Miguel Garcia** | |
| 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:** Male  **Age:** 30  **Income:** Moderate income  **Geography:** Spain (currently remote working in Portugal)  **Job Title:** Software Engineer  **Education:** Master’s in Computer Science  **Ethnicity:** Hispanic  **Marital Status:** Single |
| 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.) | Budget-conscious, values cultural immersion and authentic connections. Independent thinker, flexible, minimalist.  Seeks balance between productivity and exploration. |
| 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) | |  | | --- | | Hostelworld, Workaway, Nomad List, Airbnb (monthly stays), Google Flights |  |  | | --- | |  | |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | |  | | --- | |  |  |  | | --- | | **1.** Nomad List forums & Slack groups (high)  **2.** Reddit r/digitalnomad (medium)  **3.** YouTube vlogs from remote workers (medium)  **4.** IndieHackers / Hacker News (low) | |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | |  |  |  | | --- | | Miguel wakes up in a co-living space, makes coffee, and codes remotely for a fintech startup. His schedule is flexible, so he often squeezes in a midday surf or café break. He spends evenings planning his next destination, comparing monthly rental costs, co-working vibes, and visa rules. He’s tech-savvy, but not interested in wasting hours comparing sites. Trusts community reviews and tools that simplify choices. He’s constantly juggling budget, culture, and Wi-Fi quality. | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Affordability for long stays Weighting: 30% 2. Strong Wi-Fi / remote work setup Weighting: 25% 3. Local experience potential Weighting: 20% 4. Safety Weighting: 15% 5. Flexibility in plans Weighting: 10% |
| Feedback on Full Life Cycle Use Case | Appreciated that the platform allows booking long stays and integrates work-friendly filters.  Would like visa info and co-working ratings included. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Wants more flexibility in date input and a smart suggestion tool that adapts to budget/location mood. |
| Feedback on Quantified Value Proposition | Liked potential cost savings and fewer hours spent comparing options. Said it would be “like having a travel-savvy friend.” |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked if platform supports multi-month itineraries and if there’s a “remote work–friendly” score baked in. Curious about user-generated local tips. |
| Your notes after the conversation | Sees value in a product that aligns with the digital nomad lifestyle. Wants less fluff, more function. Might be a great beta tester. Suggested a “Nomad mode” or “Remote Work Optimizer” setting. |

|  |  |
| --- | --- |
| **Priya Singh** | |
| 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:** Female  **Age:** 38  **Income:** High-income  **Geography:** India (frequently travels across Asia)  **Job Title:** Entrepreneur (Founder of wellness brand)  **Education:** MBA  **Ethnicity:** South Asian  **Marital Status:** Married, no children |
| 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.) | Health-conscious, spiritually inclined, values inner peace, aesthetics, and time-efficiency.  Often makes emotion-driven purchases for self-care.  Highly values brands aligned with mindfulness. |
| 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) | |  | | --- | |  |  |  | | --- | | Headspace, Airbnb, Instagram (for inspiration), Pinterest | |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | |  | | --- | |  |  |  | | --- | | **1.** Instagram wellness/travel pages (very high)  **2.** Pinterest boards (medium)  **3.** Yoga retreats mailing lists (medium)  **4.** Clubhouse mindfulness chats (low) | |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | |  |  |  | | --- | | Priya starts her day with yoga, journaling, and a green smoothie before taking a few calls for her business. Her afternoons are usually reserved for spa visits, wellness research, or planning her next retreat. She avoids crowded destinations and seeks peaceful environments to unwind and recharge. She doesn’t have time to scroll endlessly — she wants personalized options that feel curated, high-quality, and peaceful. Travel is a key part of her self-care routine. | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Stress-free planning & curation Weighting: 30% 2. Access to exclusive wellness experiences Weighting: 25% 3. Safety and cleanliness Weighting: 25% 4. Peaceful environments Weighting: 20% |
| Feedback on Full Life Cycle Use Case | |  | | --- | | Loved the ability to discover new retreats across different countries with verified wellness ratings and filters like yoga type or detox level. |  |  | | --- | |  | |
| Feedback on High Level Product Specification | |  | | --- | |  |   Wants smoother UI and filters that allow her to filter for vibe/mood, not just location or price. Interested in “energy level” or “intention-setting” categories. |
| Feedback on Quantified Value Proposition | Very drawn to having peace of mind in planning — values time savings and curated wellness. Found the value prop emotionally resonant. |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked if there’s a way to save trips as “intentions” or create mood boards. Suggested a “spiritual alignment” metric or astrology-based planner |
| Your notes after the conversation | Priya fits the wellness segment perfectly. Wants to feel taken care of by the platform. We should highlight emotional/mental health outcomes in marketing. Could be a potential brand ambassador or influencer partner. |

|  |  |
| --- | --- |
| **Jessica Moore** | |
| 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:** Female  **Age:** 27  **Income:** High-income  **Geography:** Australia (but travels globally)  **Job Title:** Travel Blogger / Influencer  **Education:** Bachelor’s in Communications  **Ethnicity:** Caucasian  **Marital Status:** Single | |
| 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.) | Trend-driven, visual thinker, highly social, brand-conscious.  Motivated by recognition, new experiences, and aesthetics.  Fears missing out on new trends. Loves to be the first to discover hidden gems. |
| 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) | Instagram, Canva, Airbnb Experiences, Pinterest, TikTok travel influencers, Expedia (for comparison) |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | |  | | --- | |  |  |  | | --- | | **1.** Instagram (daily engagement, very high)  **2.** TikTok (high, for trendspotting)  **3.** YouTube (medium, for video blogs)  **4.** Influencer WhatsApp groups (low, but important for peer review) | |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | |  |  |  | | --- | | Jessica begins her day by checking Instagram DMs and analytics, then plans photo shoots or edits content. She's always looking for "Instagrammable" destinations or activities. She relies on visual inspiration and needs quick info. A trip isn’t just for her—it’s content. Every hotel, cafe, and sunset must have a vibe. She avoids anything generic and thrives on exclusivity and aesthetics. | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Visual appeal and aesthetics Weighting: 25% 2. Unique, trendy experiences Weighting: 20% 3. Ease of planning/posting trips Weighting: 20% 4. Brand/influencer collaborations Weighting: 20% 5. Budget flexibility Weighting: 15% |
| Feedback on Full Life Cycle Use Case | Loved the content curation tied to destinations. Wants easier social sharing and tagging features. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Requested “Instagram filters” for experiences—sort by “boho,” “luxury,” “hidden gem,” etc. Wants more tools to plan and share trips directly from the app. |
| Feedback on Quantified Value Proposition | Said the time saved in planning is huge, but also values brand-building features (like integration with her media kit or storyboards). |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Wants collaboration with hotels and brands through the platform. Asked if there’s an affiliate model or perks for influencers. |
| Your notes after the conversation | Huge potential advocate and growth driver through exposure. Product needs to support her storytelling and content needs. Could help shape influencer tools within the platform. Needs aesthetics to be a front-and-center value prop. |

|  |  |
| --- | --- |
| **Tom Brandon** | |
| 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:** Male  **Age:** 65  **Income:** Upper-middle-income  **Geography:** Germany  **Job Title:** Retired Professor  **Education:** PhD in History  **Ethnicity:** White European  **Marital Status:** Married |
| 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.) | |  | | --- | |  |  |  | | --- | | Curious, lifelong learner, detail-oriented, enjoys storytelling and depth. Finds joy in connecting history to travel. Motivated by enriching experiences. Values autonomy and planning. Fears shallow, touristy trips. | |
| 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) | Rick Steves’ guides, Vlogs, Viator for tours, museum memberships, history podcasts |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | **1.** Travel history blogs/forums (high)  **2.** YouTube (documentaries, travel channels – medium)  **3.** Online university learning platforms (medium)  **4.** Facebook travel groups (low-medium) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | |  |  |  | | --- | | Tom spends mornings reading travel blogs or watching documentaries. He’s typically planning the next trip months in advance, looking for historical depth. He bookmarks historical tours and cross-references multiple sources. He enjoys comparing facts, aligning itineraries with history. Afternoon may include emailing tour operators or exploring museum archives online. Evenings are usually for relaxing with a book or editing his travel journal. He’s reflective, self-reliant, and focused on intellectual fulfillment. | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Offline accessibility for info while abroad Weighting: 35% 2. Freedom to plan at his own pace Weighting: 25% 3. Accurate and trustworthy content Weighting: 20% 4. Cost transparency Weighting: 20% |
| Feedback on Full Life Cycle Use Case | Appreciated the curated history tours. Mentioned offline maps and cultural notes would make the experience more complete. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Requested the ability to bookmark historical sites, get source references for content, and create custom routes based on eras or themes (e.g., WWII, Roman Empire). |
| Feedback on Quantified Value Proposition | Said the time saved in curating historically relevant stops is valuable. Would use it for quality and learning, not just convenience. |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked about content sources: “Is it written by historians or verified?” Suggested adding “professor-approved” or curated sections. |
| Your notes after the conversation | Great user for academic credibility. Wants deep, structured content with flexibility. Could be an advocate in historical travel circles. UX should accommodate older users: larger fonts, fewer distractions. |

|  |  |
| --- | --- |
| **Ahmed Sudanov** | |
| 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:** Male  **Age:** 40  **Income:** High-income  **Geography:** UAE  **Job Title:** CTO  **Education:** Master's in Computer Science  **Ethnicity:** Middle Eastern  **Marital Status:** Married with children |
| 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.) | Efficiency-driven, tech-savvy, values luxury and time-saving. Hates inefficiencies, delays, or vague info. Motivated by productivity, optimization, and seamless experiences. Trusts data and clean UX. Fears wasting time. |
| 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) | TripAdvisor, Google Calendar, Uber, Slack, premium booking platforms |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | **1.** LinkedIn (high)  **2.** Tech & productivity blogs/podcasts (high)  **3.** CTO Slack groups (medium)  **4.** Twitter/X (medium)  **5.** Business travel portals (low) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | |  | | --- | |  |  |  | | --- | | Ahmed’s day is tightly scheduled. From morning meetings to late-night product reviews, his calendar is packed. When travel is involved, he wants the entire process—flight, car, hotel, meeting agenda—to be sorted with a few clicks. Between Zoom calls, he may approve travel itineraries, reschedule meetings, or review dashboards. Everything must be automated, synced, and proactive. Any hiccup causes friction and frustration. He values systems that understand his preferences and handle logistics invisibly. | |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Luxury & comfort Weighting: 40% 2. Time optimization Weighting: 30% 3. Seamless end-to-end travel coordination Weighting: 20% 4. Integration with existing tools (calendar, Slack) Weighting: 10% |
| Feedback on Full Life Cycle Use Case | Liked the idea of AI managing calendar conflicts and automatically scheduling meetings during travel. Would prefer integration with his assistant’s workflow too. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Needs strong syncing with GSuite, Outlook, Slack. Suggested custom triggers: e.g., “If flight delayed, auto-reschedule meetings.” |
| Feedback on Quantified Value Proposition | Strong buy-in on time savings. “If this saves even 1 hour of planning per trip, it pays for itself.” |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Wants reassurance on data privacy & enterprise-level security. Asked about white-label version for internal use. |
| Your notes after the conversation | Strong interest. Likely an early adopter. Tech expectations are high—needs polished, robust solution. Could become a key B2B partner if enterprise features are prioritized. Consider pilot project with his team. |

|  |  |
| --- | --- |
| **Emily Corvey** | |
| 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:** Female  **Age:** 22  **Income:** Low-income (student)  **Geography:** Argentina  **Job Title:** University Student  **Education:** Pursuing BA in International Relations  **Ethnicity:** Latina  **Marital Status:** Single |
| 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.) | |  | | --- | |  |  |  | | --- | | Budget-conscious, socially active, adventurous. Loves spontaneous plans, hates rigid itineraries. Motivated by FOMO, group dynamics, and finding hidden gems. Fears missing out on deals or being stuck in boring touristy places. Heavy Instagram user, lives for story-worthy experiences. | |
| 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) | Skyscanner, Pinterest, TikTok, Erasmus+ forums, BlaBlaCar, student discount platforms |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | **1.** Instagram Reels (very high)  **2.** TikTok (very high)  **3.** University travel clubs (medium)  **4.** Student Facebook groups (medium)  **5.** Reddit r/solotravel and r/shoestring (low) |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | Emily balances classes, part-time work, and planning the next escape. Between lectures she scrolls TikTok or IG for travel hacks. On weekends, she meets friends or plans group trips. She’s always on the hunt for cheap flight deals, student discounts, and flexible itineraries. Her phone is her main tool. She prefers tools that feel like social apps and give her options without effort. She’ll sacrifice comfort for adventure and price. |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Affordability Weighting: 40% 2. Group travel planning tools Weighting: 25% 3. Flexibility Weighting: 15% 4. Aesthetic & shareable suggestions Weighting: 10% 5. Easy-to-use mobile experience Weighting: 10% |
| Feedback on Full Life Cycle Use Case | Loved the idea of setting a budget and getting a whole trip planned around that. Suggested more support for group planning and payments. |
| Feedback on High Level Product Specification | |  | | --- | |  |   Wants mobile-first, social-style UI. Mentioned she often books through Instagram ads or platforms she sees in TikTok videos. Would love pre-set “student trip” bundles. |
| Feedback on Quantified Value Proposition | Appreciated price comparisons and student discounts. Said, “If it’s cheaper than booking alone and saves me time, I’d use it every time.” |
| General thoughts/conclusions/questions the end user has | |  | | --- | |  |   Asked about how the app will handle group bookings and whether it could sync with WhatsApp groups or IG DMs. Curious about “trip splitting” with friends. |
| Your notes after the conversation | Strong user fit. Product should feel like a cross between Airbnb and TikTok. Keep UX extremely friendly and price transparency upfront. Consider referral system or gamification for student groups. Great for viral adoption if done right. |

### Worksheet #3: Lesson Learned from Identifying the Next 10 Potential Customers

|  |  |  |  |
| --- | --- | --- | --- |
| **How did you source people to talk to in this step?**  **We sourced potential customers through multiple channels, including Online Research, Networking Events like business travelers and family travelers, Surveys and Travel Communities such as Facebook groups, Reddit and travel blogs, and Existing Contacts.**  **How many did you speak to?**  **We spoke with 10 individuals who fit different customer segments.**  **How did you filter them to make sure they fit your end user profile?**  **We pre-screened individuals based on their travel habits and frequency, based on their needs related to travel planning and based on their budget and travel style. If they had no clear pain points that Tourmate could solve, they were excluded.**  **What was your yield rate to get to the final list (how many did you try to contact, and how many did you get useful info out of)?**  **Contacted: 25 people**  **Responded: 16 people**  **Completed Conversation: 10 people**  **Yield rate: 40% (10 out of 25 provided useful insights)** | | | |
| **Step** | **Hypotheses you tested during this step (you can test more or fewer hypotheses for each category than what is listed here)** | **What conclusions did you reach about the hypothesis? (Validated/ Invalidated/ Still Unclear – Needs More Work)** | **What is your next action related to this hypothesis?** |
| **2 – Beachhead Market** | **1. Solo travelers and wellness seekers are the most underserved market.**  **2. Business travelers will pay for a premium experience.** | **1. Validated – Solo travelers & wellness seekers struggle with trip planning.**  **2. Validated – Business travelers prioritize efficiency & seamless integration.** | **1. Focus on personalized trip recommendations for solo & wellness travelers. 2. Develop corporate travel partnerships.** |
| **3 – End User Profile** | **1. Travelers prefer automated, AI-based planning over manual research.**  **2. Family travelers are willing to pay for safety & kid-friendly experiences.** | **1. Needs More Work – Some users still rely on manual searches.**  **2. Validated – Parents prioritize safety & convenience.** | **1. Improve AI recommendation logic to be more intuitive.**  **2. Implement "Kid-Safe Verified" filters.** |
| **4 – Beachhead TAM** | **1. The total addressable market for Tourmate is primarily frequent travelers.**  **2. Specialized audiences (history buffs, wellness travelers) will adopt slower.** | **1. Validated – Frequent travelers are the most engaged.**  **2. Validated – Niche markets show slower adoption but high interest.** | **1. Focus on frequent travelers first.**  **2. Develop specialized content for niche groups.** |
| **5 – Persona** | **1. Retired travelers want historical & cultural recommendations.**  **2. Business travelers prioritize instant, on-the-go solutions.** | **1. Validated – Retirees want in-depth, offline-access guides.**  **2. Validated – Executives need quick, efficient booking tools.** | **1. Develop history-focused itineraries.**  **2. Integrate Google Calendar & Outlook booking sync.** |
| **6 – Full Life Cycle Use Case** | **1. Travelers want a seamless pre-trip planning experience.**  **2. Users trust recommendations from verified travelers over AI.**  **3. Business travelers expect integrations with loyalty programs.** | **1. Needs More Work – Users like AI but need a "human touch".**  **2. Validated – User reviews hold significant influence.**  **3. Validated – Loyalty program integration is expected.** | **1. Enhance hybrid AI and user-driven recommendations.**  **2. Prioritize verified traveler reviews.**  **3. Develop business travel loyalty partnerships.** |
| **7 – High-Level Product Spec** | **1. Users want both mobile & desktop trip planning.**  **2. Travel stress is reduced with real-time itinerary updates.** | **1. Validated – Multi-platform planning is essential.**  **2. Validated – Live updates improve travel confidence.** | **1. Ensure cross-platform compatibility.**  **2. Add real-time updates & alerts.** |
| **8 – Value Prop** | **1. Users want a one-stop travel planner with verified recommendations.**  **2. AI-driven planning needs human-like personalization.** | **1. Validated – Users dislike juggling multiple travel apps.**  **2. Needs More Work – AI still lacks the human touch.** | **1. Develop a centralized, AI-powered planner.**  **2. Improve personalization via user feedback & preferences.** |
| **Other Key Assumptions** | **1. Users will pay for premium travel concierge services.**  **2. Specialized travelers (history buffs, wellness travelers) will need specialized recommendations.**  **3. Business travelers prefer subscription models over one-time payments.** | **1. Needs More Work – More pricing research needed.**  **2. Validated – Custom travel filters are in demand.**  **3. Validated – Subscription models work for corporate users.** | **1. Conduct pricing experiments (freemium vs. paid).**  **2. Expand custom travel filters for niche markets.**  **3. Develop corporate subscription pricing.** |