Disciplined Entrepreneurship Workbook

Step 12: Determining the Customer's Decision-Making Unit (DMU)

Worksheet

	ne Decision-Making Unit (DMU) End User Persona (Step 5)			Econor	nic Buyer P	ersona	Champion Persona		
Name	Danai Kosh			John Doe			Jane Smith		
Title	_	ool Gradua ng Bachelo		Head of H	ousehold		Tech Enthusiast		
Demographic Summary		3 years old tudent ear ually		Male, 40 y income ho	ears old, mi usehold	ddle-	Female, 35 years old, tech- savvy household		
Psychographic Summary		s, socially s ncing, divii		interested	entally conso in reducing energy cos	I	Passionate about technology and smart home innovations, advocates for energy- efficient solutions		
Proxy Products	Smartpho members house	ne, gym hip, car, rei	nted	Smart home devices, energy- efficient appliances			Smart home hub, energy monitoring devices		
Watering Holes	University	, work, gyr	n	Community organizations, local energy fairs			Tech blogs, social media groups		
Day In the Life	_	courses, v nts, studyir		Work, fam energy usa	ily time, mo age	nitoring	Testing new gadgets, comparing smart home systems		
Priorities (Top 4 in order)	1.Self-care a 2.Academic 3.Work exp 4.Saving mo	success erience	uture	1.Houseld budget management 2.Energy Savings 3.Technology adoption 4.Enviromental sustainability			1.Adopting new technologies 2.Sustainability 3.Save money 4.User-friendly products		
Key Selling Points to this Person	4.Saving money for the future 1.Personalized Control of the energy cost 2.Saving money(reductions in energy bills) 3.Compatibility with other smart decives			1.Return on investment 2.Ease of Use 3.Scalability in the future with more smart devices			1.Advanced control through Aidriven automation 2.User experience with personal features 3.Easily integrates with smart home devices		
	Primary Influencers	Secondary Influencers	<u>Veto</u> Power	Primary Influencers	Secondary Influencers	<u>Veto Power</u>	Primary Influencers	Secondary Influencers	Veto Power
People	Family	Friends	Parents	Family	Household members	Household	Family	Friends	Household
Organizations	University	Fitness club		Financial advisors			Social media	Blogs	
Info Sources	University	Social media		Advertising					

Qualitative Summary: How would you qualitatively summarize the DMU in three sentences or less?

The Decision-Making Unit (DMU) consists of an end user, Danai Kosh, who prioritizes smart energy management to reduce costs while enhancing convenience, a financially-conscious economic buyer seeking tangible returns on energy savings, and a tech-savvy champion enthusiastic about Al-driven smart home technology. Each persona is influenced by their respective circles, including family, tech blogs, and financial advisors, all seeking a solution that is easy to use, compatible with existing smart devices, and capable of significant long-term savings. Their combined priorities and influences underscore the importance of a product that is cost-effective, user-friendly, and offers advanced energy control features.

Note that one of the limitations of this worksheet is that it is static, as the roles in an acquisition process can change over time. As you map out the Process to Acquire a Paying Customer in Step 13, you may find it necessary to create additional persona profiles to encompass the multiple stages inherent in some decision-making processes.