

Activity Instructions: Identify Your Early Adopters

Context

By now, you have identified their customer segment and found your Niche. What next? Is it time to start working on your solution? Not yet.

How do you ensure that the product you design will be well-suited for the market or your chosen customer segment? Is it wise to look out for people whose inputs can help you conduct a litmus test of their product/service? It is indeed wiser to do so. But who are the people who can help you test the waters with your solution? These are your early adopters. In this activity, you will identify your early adopters.

Instructions:

- I. Regroup in the same teams of 5.
- II. List down your customer segments from the previous activity and point out the Niche.
- III. Discuss and list your potential **early adopters** —this can be based on your Niche.
- IV. Find out ways to reach them by noting down possible **channels** for each early adopter group.
- V. Find out how they are solving the problem currently.
- VI. Use the below table to key in your details.
- VII. You will get a total of **20 minutes** for this activity.
- VIII. Each team will get **2 minutes** to share their Early Adopters.
- IX. The facilitator will debrief the class at the end of it.

Activity Instructions:

Identify Your Early Adopters

I. List your customer segments.

Our main customer segment is people living in Tier 1 and Tier 2 cities. Since our site initially deals with pandits and worship materials so target customer are hindu families of these cities.

II. Point out the Niche.

In this fast pacing and busy world when everyone is busy with their jobs and families. People want to save as much time as possible. So here we provide them with solution of getting worship products and pandits on one online platform which saves time. Initially our focus is to get customer from tier 1 and tier 2 cities who are working professional as these are the one who are most affected.

III. Identify your early adopters.

Your Niche	Who is the early adopter?	Channels to reach the early adopter	How are they solving the problem currently?
Middle-class Hindu families and working professional of tier 1 and tier 2 cities.	People who are new to cities, who works in MNCs and people who have their aged parents in cities and they themselves live far away.	Social Media Marketing Referral Marketing Advertisement on newspaper SEO	Currently they need to find pandits either by contacting them physically or by calling else they contact pandits through friends and faqmily.