

Disciplined Entrepreneurship Workbook

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

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: Male & Female Age: 25-60 (Lawyers), 25-50 (Researchers), 18-65 (Citizens), 30-60 (Government) Income: Medium-High (Lawyers, Government), Medium (Researchers), Low-Medium (Citizens) Geography: Cyprus Job Title: Lawyer, Legal Researcher, Citizen, Government Official Education: Law Degree, PhD, Master's in Law, Political Science Degree
Psychographics (as above this needs to be customized for your situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.)	Aspirations: Career Growth, Research Excellence, Legal Awareness, Policy Impact Fears: Compliance Risks, Misinformation, Legal Troubles, Regulatory Failures Motivators: Time Savings, Research Excellence, Legal Rights, Compliance Opinions: AI can assist but needs proof (Lawyers), AI should complement research (Researchers), AI simplifies legal issues (Citizens), AI must be regulated (Government)
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)	Lawyers: Westlaw, LexisNexis, AI Legal Tools Legal Researchers: Case Law Databases, Legal Journals Citizens: Government Legal Portals, Legal Aid Websites Government: Compliance Software, Policy Databases
Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each)	Lawyers: Bar Associations, Legal Conferences, LinkedIn Researchers: University Seminars, Legal Blogs Citizens: Social Media, Online Legal Forums Government: Policy Meetings, Regulatory Events
Day in the Life (describe a day in the life of the end user and what is going on in her head)	Lawyers: Research case law, prepare arguments, advise clients Researchers: Analyze laws, publish papers, attend academic conferences Citizens: Search for legal help, consult lawyers, read legal guides Government: Review regulations, monitor compliance, draft policies
Priorities (what are your end user's priorities and assign a weighting to each so that it adds up to 100)	<ol style="list-style-type: none"> 1. Lawyers Weighting: Accuracy (40%) , Speed (30%), Cost Efficiency (15%), Ease of Use (10%), Integration (5%) 2. Researchers Weighting: Citation Credibility (40%), Comprehensive Data (30%), Accessibility (15%), User Experience (10%) , Cost (5%) 3. Citizens Weighting: Understanding Legal Rights (40%), Affordability (30%), Trustworthiness (15%), Simplicity (10%), Availability (5%) 4. Government Weighting: Compliance Tracking (40%), Legal Research (30%), AI Regulation (15%), Security (10%), Cost (5%)