



CSCI 4193/5193

Technology Innovation

Customer Segmentation & Empathy Mapping

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Team 11

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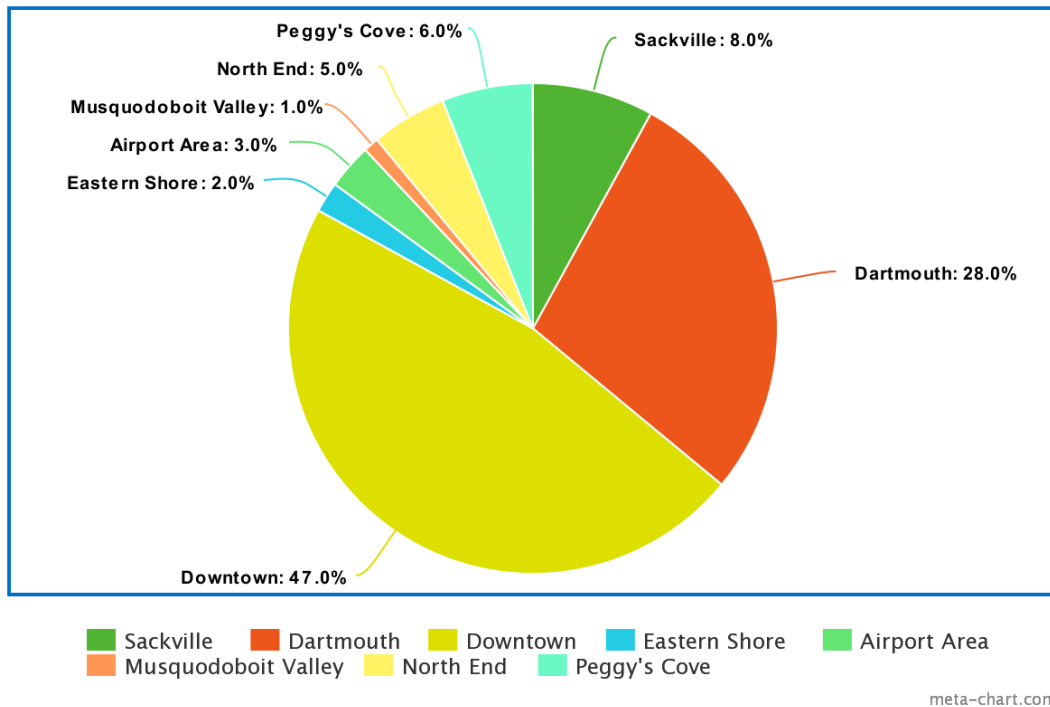
Section-1: Identifying the target audience

Given the current situation of the economy, it is essential to have a well defined target audience because it is not feasible to target everyone. For a startup business to succeed, it is critical to identify its target audience. It is very important to attract the right customers, understand their needs and how our product can fulfil those needs that ensure customer satisfaction. Niche vendors selling quality products in their niche markets generally face difficulties in expanding their business due to the lack of publicity outside their hub. Therefore, our app will target these local vendors of Nova Scotia and will allow them to advertise themselves in the best possible way to the global market and expand their niche businesses in a fast and flexible way. This will definitely bring these local vendors of Nova Scotia to the spotlight.

Section-2: Segmenting the target audience

2.1. Geographic Segmentation

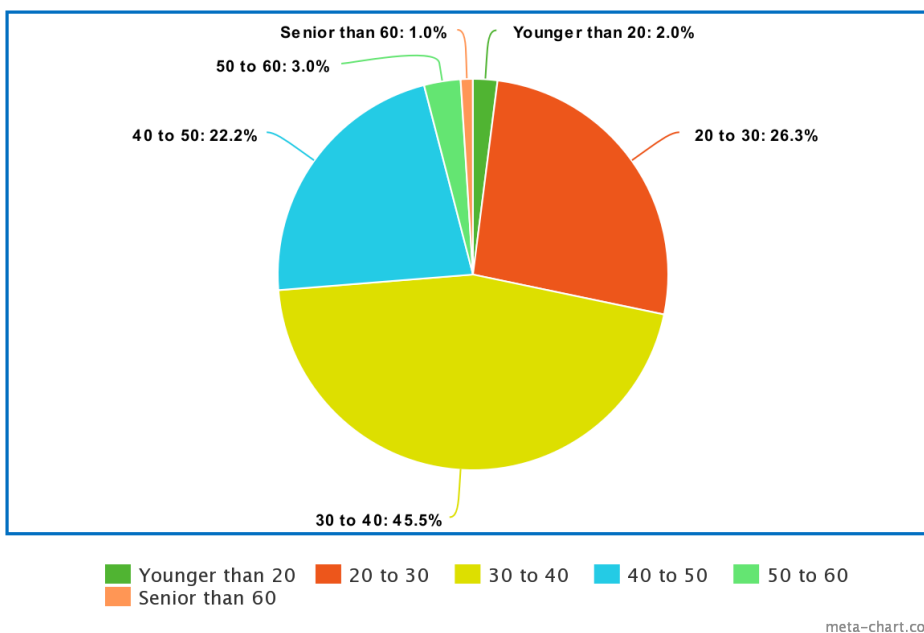
We have created a plan for rolling out our application in two phases. The first phase will be to launch our application and target the regional niche vendors. In the first phase, we aim to have niche vendors present in Halifax/Bedford. For the first phase, the conducted survey was analysed based on geographical regions of Halifax and the availability of niche vendors can be displayed as follows:



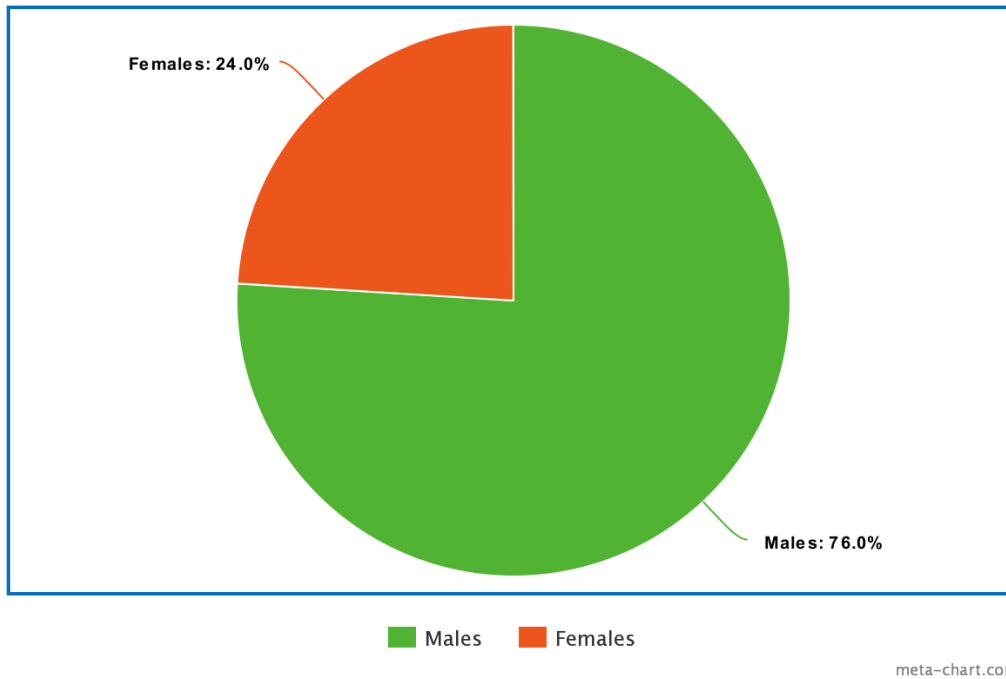
2.2. Demographic Segmentation

We have selected 4 parameters for generating the demographic segmentation : Age, gender, education and marital status. Following results were obtained :

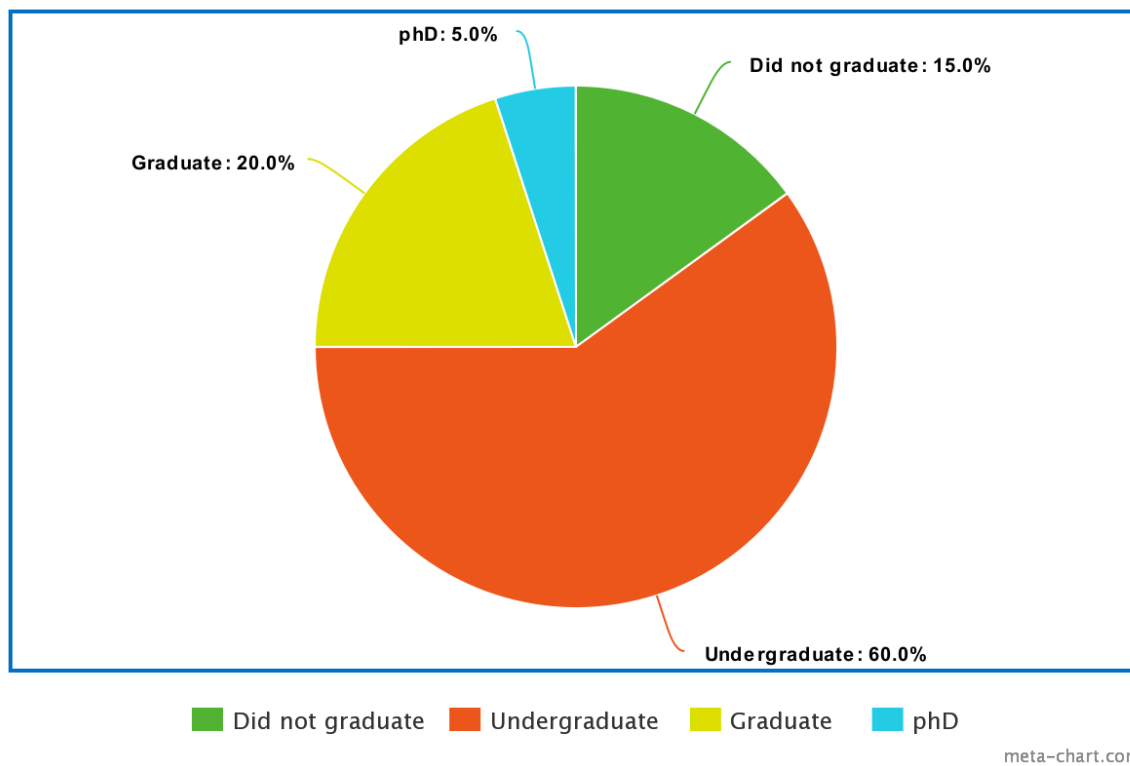
[a] Age segments



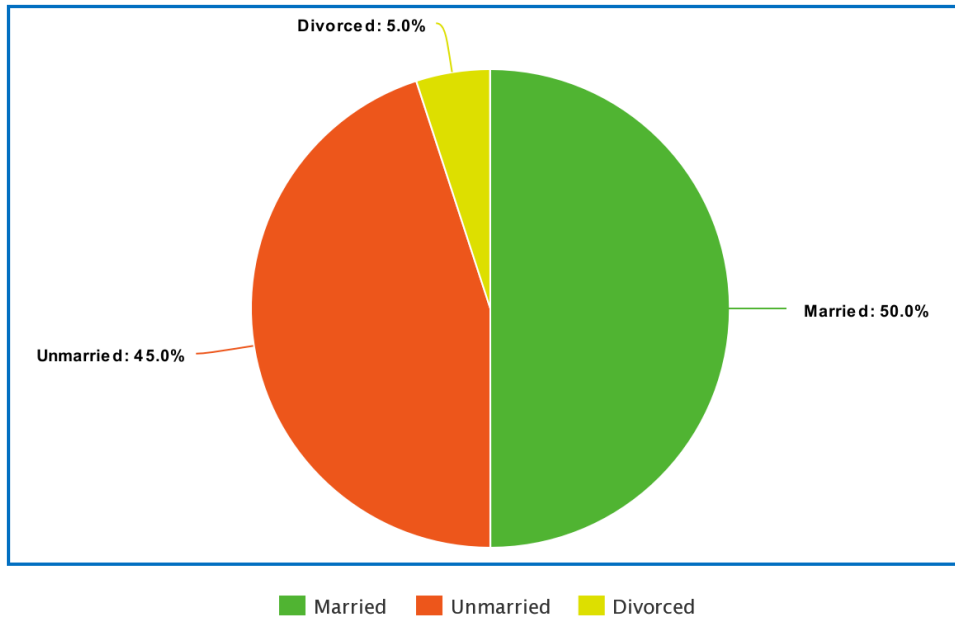
[b] Gender Segments



[c] Literacy segment



[4] Marital segments

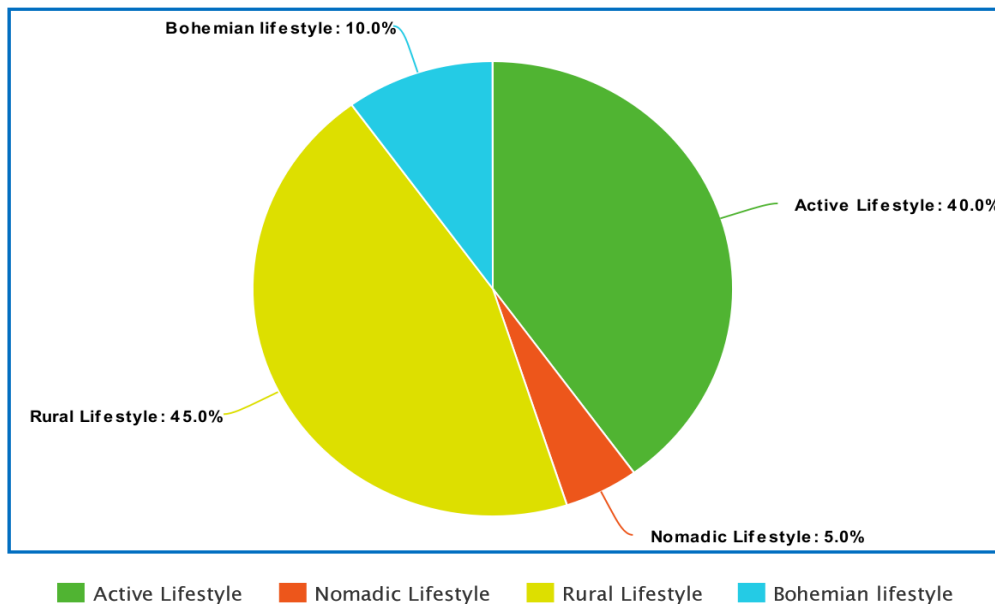


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2.3. Psychographic Segmentation

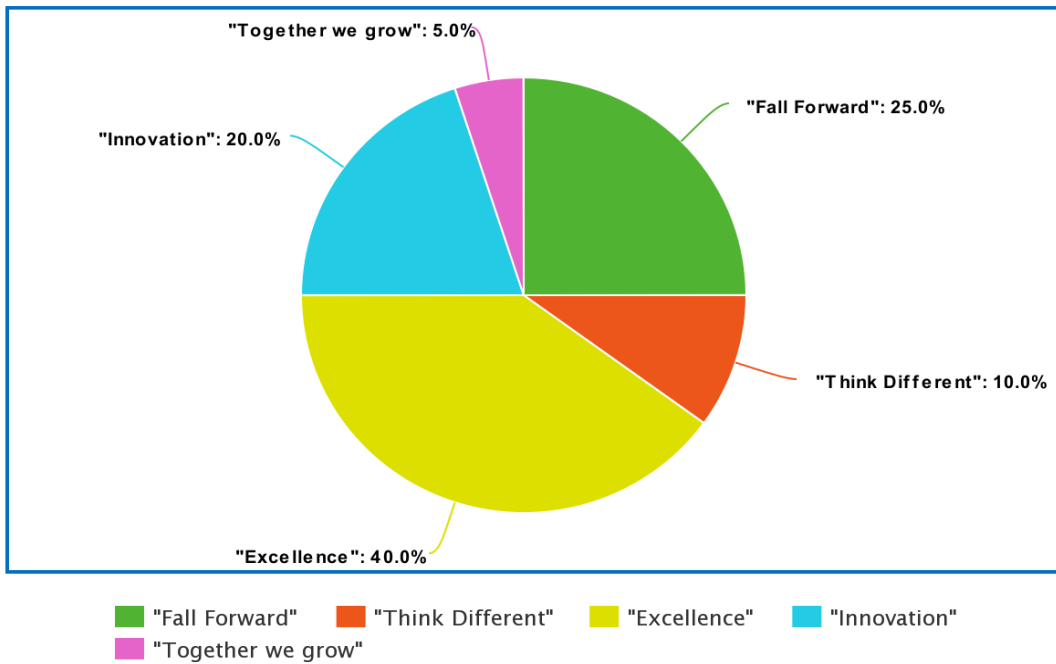
None of the surveys were filled with questions related to psychology of niche vendors. However, certain results were inferred by analysing the responses of the vendors. Moreover, the analysis proved that the psychologies varied over certain domains among all vendors but everyone had a single vision : “Maximising the business Profitability”.

[a] Lifestyle



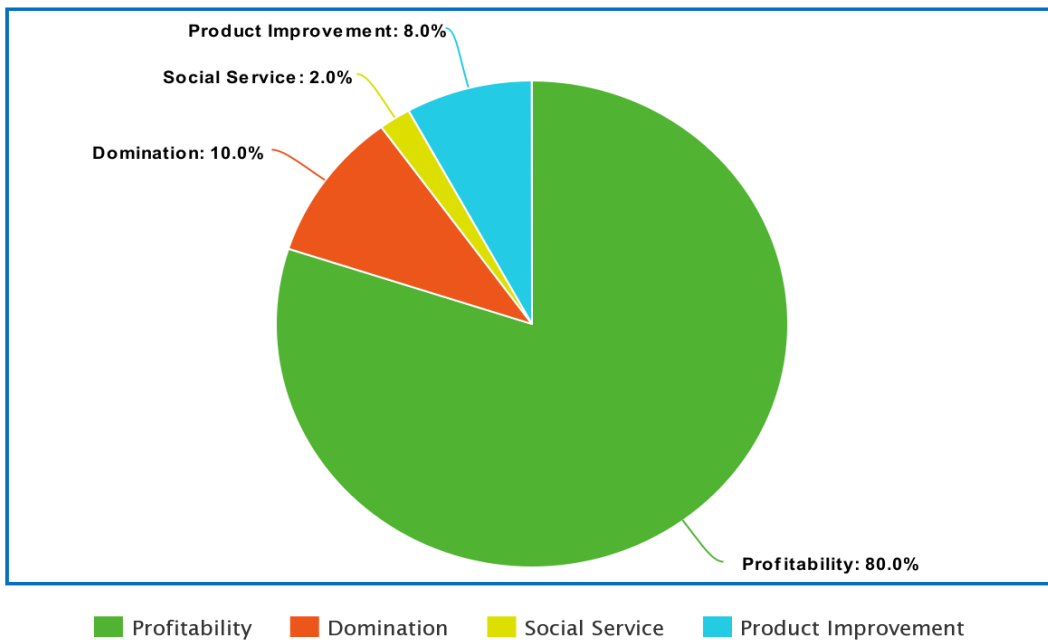
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[b] Values



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[3] Interests



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2.4. Behavioral Segmentation

In general, behavioral segmentation is hard to be categorized and evaluated through surveys. Although we do not have relevant survey data to support it, we can reasonably infer it from the result of previous segmentations.

Firstly, in terms of usage behaviour, we could infer that our target audience is willing to try new products. According to our demographic segmentation, most of our target audience is between 20 to 40 with university-level education. Thus, they are open-minded and have sufficient knowledge to learn how to use a new product or platform. Secondly, as for loyalty to products, we can infer that they are under the average level of product loyalty since the absolute majority of our target audience are interested in profitability. Therefore, product loyalty may have influence on their preference, but when it comes to profitability, they are more likely to consider each option wisely and choose the one that best matches their profitability. Thirdly, similar to their loyalty to products, their buying habits are more likely profit and cost driven. As entrepreneurs, they usually choose products that offer better value for the same or less cost. They focus on the use value of the product than other values such as artistic value when it comes to business-related buying. Finally, we can easily conclude that their benefits are to increase profitability of their enterprises. Some enterprises may pursue technological innovation, social responsibility, but profitability always comes first.

Section-3: Empathy Mapping

3.1. Thoughts and Feelings

Following thoughts might be frequently arriving in the minds of our targeted niche entrepreneurs :

"Why do my customers like my products?"

"What do my customers hate about my products?"

"How can I improve my products for attracting more customers?"

"How does it feel to capture the global market?"

"How can I expand my business outside my current reach?"

3.2. What do they hear?

Following statements are generally heard by niche entrepreneurs:

“Awesome products! I love them!”

“Why don’t you keep your shop open till midnight?”

“Do you have any other branches across Halifax?”

“Do you sell outside this province too?”

3.3. What do they see?

Same set of customers in a periodic cycle

Satisfied customers wandering in their stores for window shopping

Same old business house since since years

A dream of expanding their business outside their local domain

3.4. What do they say and do?

“I make a good profit in my locality. It would be great if I could reach out to more customers”

“I need to improve my products on a frequently as per the changing demands of my customers”

“I want to try luck over the customers outside of my farm”

“I cannot enter the expensive areas of cities where my products will shine differently”

Saying so, the niche vendors feel stuck in their local profit margins and make a “capped” profit.

3.5. Pain points

Market competitiveness

Difficulties in searching customers

Difficulties in searching land for setting up new business branches

Fear about being vanished from the market

Fear about rising prices of raw products

3.6. Gain points

They want a global customer hold for the sale of their products.

They need information about their global customers.

Some niche entrepreneurs also want tips to improve their existing products

They target to earn more money by expanding their business to global domains.