

# Segmentation Worksheet

Profile of Ideal Person in: *Student w/ less money*

Market Segment

	<i>Seth</i>	<i>Amy</i>	<i>Anton</i>	<del>Alice</del> <i>Alice</i>
Define	What is the need of this person? <i>to feel in Control</i>	<i>wants to enjoy life and wants other ppl to enjoy life.</i>	<i>Really wants to help people</i>	<i>to contribute to humanity</i>
Validate	Goals <i>to get a good job</i>	<i>to travel full time</i>	<i>to become a therapist</i>	<i>to have a family and be an environmental activist.</i>
	Motivations/ Frustrations <i>- stability, too many unknowns</i>	<i>Freedom</i> <i>- Imposed boundaries</i>	<i>By seeing people improve</i> <i>- When he can't help</i>	<i>Feeling like she made a difference when people lie to her</i>
	Behaviors/ Patterns <i>has a very set schedual and pattern.</i>	<i>every day is a little different.</i>	<i>fluid Schedual</i> <i>But sticks to a pattern of activities.</i>	<i>is focused on maintaining her daily schedual.</i>
	Feeling about technology <i>Comfortable experienced</i>			→
	Feeling about learning <i>Good as long as it is in line w/ his Goals</i>	<i>Loves learning about everything</i>	<i>loves learning about people</i>	<i>loves learning</i>
	Differences between other persons <i>focused more on stability</i>	<i>Wants freedom for herself and others</i>	<i>wants to help people</i>	<i>wants to make the world a better place</i>

# Segmentation Worksheet

Profile of Ideal Person in: Tom Student / Employed with more money

Market Segment

	David	Michael	Jenny
Define	What is the need of this person? Learn more about charities & be involved	Needs to feel like he can help others besides himself	needs tax deductions
Validate	Goals Land a well paying job to support himself & his family	Graduate then move out of state to experience something new	Get married & settle down after graduating
	Motivations/ Frustrations His family / Stressful life because so busy	His desire to move & travel the world / inability to find the right charities	Her career / too much school work
	Behaviors/ Patterns Spends a lot of time with family & work	Goes on a lot of small trips	Spends too much time at work
	Feeling about technology Comfortable, works for a software development company	Engineer major at the U, so very comfortable	Does web development for Domo, very comfortable
	Feeling about learning Wants to learn more about different programming languages	Loves the engineering track at the U	continues to learn about frameworks
	Differences between other persons Has money to spare but is so busy to research charities	Has money to spend on traveling, wants to donate more	makes a lot of money, needs tax deductions



# Segmentation Worksheet

Profile of Ideal Person in:

Market Segment Young Professional (Employed Full-time)

		Josh	Samantha	Chelsea
Define	What is the need of this person?	<ul style="list-style-type: none"> <li>• be apart of something, be apart of social movements</li> </ul>	<ul style="list-style-type: none"> <li>• consistency, routine</li> </ul>	<ul style="list-style-type: none"> <li>• needs to make / see a difference in their life and lives of others</li> <li>• credibility for organizations</li> </ul>
Validate	Goals	<ul style="list-style-type: none"> <li>• travel, experience</li> </ul>	<ul style="list-style-type: none"> <li>• build a stable life for family</li> </ul>	<ul style="list-style-type: none"> <li>• wants to start a family</li> <li>• advance in career</li> </ul>
	Motivations/ Frustrations	<ul style="list-style-type: none"> <li>• motivated by social influence</li> <li>• frustrated by feeling guilty / obligated</li> </ul>	<ul style="list-style-type: none"> <li>• motivated by emotion / stories</li> <li>• frustrated by feeling guilty / obligated</li> </ul>	<ul style="list-style-type: none"> <li>• motivated by desire to do good</li> <li>• frustrated by feeling guilty / obligated</li> </ul>
	Behaviors/ Patterns	<ul style="list-style-type: none"> <li>• Very social, spends spare time w/friends</li> <li>• Donates in large amounts a couple times a year (holidays)</li> </ul>	<ul style="list-style-type: none"> <li>• spends a lot of time with her kids</li> <li>• Donates in small amounts (in-stores)</li> </ul>	<ul style="list-style-type: none"> <li>• very religious + involved</li> <li>• Donates regularly (monthly)</li> </ul>
	Feeling about technology	<ul style="list-style-type: none"> <li>• very comfortable with technology, uses it daily. Prefer online payments</li> </ul>		
	Feeling about learning	<ul style="list-style-type: none"> <li>• is willing to learn, no opposition toward it</li> </ul>		
	Differences between other persons	<ul style="list-style-type: none"> <li>• more about social influence</li> <li>• donates in larger amounts</li> </ul>	<ul style="list-style-type: none"> <li>• less extra money to donate</li> <li>• less spare time</li> </ul>	<ul style="list-style-type: none"> <li>• more religious / involved in charity work</li> <li>• donates regularly</li> </ul>
		(single)	(married, family)	(in relationship)



