## Segmentation Worksheet

Profile of Ideal Person in:

| Market Segment _ |  |
|------------------|--|
| Marker Jedinein  |  |
|                  |  |

| Define   | What is the need of this person?         |
|----------|--|
| Validate | Goals                                    |
|          | Motivations/<br>Frustrations             |
|          | Behaviors/<br>Patterns                   |
|          | Feeling about<br>technology              |
|          | Feeling about<br>learning                |
|          | Differences<br>betweeen<br>other persons |