

WORKSHEET #1

CUSTOMER IDENTIFICATION HYPOTHESIS

This worksheet is about finding paying customers for your product or service. For these customers, you need to think of extra things for their purchase (from social beneficiaries) - you need to sell them a physical product or service (or at least a well-articulated promise for your product or service on pre-order).

Now, with that information in front of you, take a stab at answering the questions below. This is probably early days for you and your enterprise. The idea you have for a product or service should be based on good research you conducted in step 1. Problem Identification, and the ideation and prototyping you completed, but your idea probably hasn't yet been validated by a successful sale of your product or service in the market. If it has, congrats! If not, no worries, that's what you'll be doing next!

YOU'LL COME BACK TO THIS WORKSHEET AS YOU INTERVIEW CUSTOMERS AND DETERMINE WHAT THEY VALUE IN YOUR SOLUTION (PRODUCT OR SERVICE) AND IF THEY'RE WILLING TO PAY.

1. DEFINE YOUR PRODUCT/ SERVICE: Define your product or service from the customer's point of view. What does your product do for your ideal customer? What problems does your product solve for your customer? What needs of your customer does your product satisfy? How does your product improve your customer's life or work?

Now, think of what kind of people would pay for the product or service you're offering. Describe them using the characteristics outlined below and use that information to fill in Q.#2.

Individuals

Geographic	Demographic	Psychographic	Behaviouristic
Country Regions Province/state/county Municipality Postcodes Census districts	Age Income Gender Profession Education Family Size Homeowner Marital Status	Lifestyle Fun-Seeking Family/Life Stage Trendy Hobbies Status Seeking Sports Enthusiasts Conservative Forms of Entertainment Socially Responsible	Reason for Purchase Frequency Timetable of Purchase Amount Purchased Decision Process Location of Purchase

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Companies or Organizations

Geographic	Demographic	Psychographic	Behaviouristic
Country Regions Province/state/county Municipality Postcodes Census districts	Size of Company Annual Revenue Number of Branches Number of Employees Industry Age of Company	Business Style Industry Leader Business Stage Innovative Employee Relations Conservative Trade Associations Socially Responsible Business/Products Stable Services Used Employee Friendly Publication Subscriptions Workforce Type Management Style	Reason for Purchase Frequency Timetable of Purchase Amount Purchased Decision Process Location of Purchase

2. DEFINE YOUR IDEAL CUSTOMER(s): Define the ideal customer for what you sell. What is his or her age, education, occupation or business? What is his or her income or financial situation? What is his or her situation today in life or work? How do you know this? Is it because you have a product or service that's already available?

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3. WHAT BENEFITS IS THE CUSTOMER SEEKING? WHAT PROBLEMS ARE YOU SOLVING OR NEEDS ARE YOU FULFILLING FOR THEM? Determine the specific benefits your customer is seeking in buying your product. Of all the benefits you offer, which are the most important to your ideal customer? What are the most pressing needs that your product or service satisfies? Why should your customer buy from you rather than from someone else?

4. WHERE IS THE CUSTOMER LOCATED? Determine the location of your exact customer. Where is your customer located geographically? Where does your customer live or work? Where is your customer when he or she buys your product or service?

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5. WHEN DOES THE CUSTOMER PURCHASE? HOW OFTEN? Determine exactly when your ideal customer buys your product or service. What has to happen in the life or work of your customer for him to buy your product? What time of year, season, month or week does your customer buy?

6. HOW DOES THE CUSTOMER NORMALLY BUY SIMILAR PRODUCTS/ SERVICES? Determine your customer's buying strategy. How does your customer buy your product or service or something like it? Where do they shop? How much money are they likely to spend on your product or service each month or year? How has your customer bought similar products or services in the past? What is your customer's buying strategy (do they wait for sales? Search for coupon codes? Purchase online or in-person?) How does your customer go about making a buying decision for your product (who makes the decision in a household for it)?

7. PARTNERS OR COMPETITION

HAVE YOU LEARNED OF ANY PERSON, GROUPS OR ORGANIZATIONS THAT ARE ALREADY ADDRESSING THE PROBLEM YOU'VE IDENTIFIED?

- YES
- NO

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IF SO, LIST THEIR NAMES AND LINKS BELOW, PLUS A BRIEF DESCRIPTION OF WHAT SERVICE OR PRODUCT THEY OFFER THAT ADDRESSES THE "PROBLEM" YOU'RE RESEARCHING.

NOW, GIVEN WHAT YOU THINK, ANSWER THE FOLLOWING QUESTIONS ON THE GRID BELOW (which is also available as a slide titled: WORKSHEET #1: CUSTOMER RANKING:

BENEFITS: WHO COULD BENEFIT FROM THIS PRODUCT OR SERVICE?

SIZE: HOW LARGE IS THIS MARKET IN TERMS OF PEOPLE OR ORGANIZATIONS THAT WOULD PAY FOR IT?

PAY: HOW MUCH \$\$ DO THESE PEOPLE HAVE, AND HOW WILLING ARE THEY TO PAY YOU TO SOLVE THEIR PROBLEM (HOW BAD IS THEIR PAIN THAT THEY WANT TO BUY YOUR PRODUCT OR SERVICE TO FIX IT?)

ACCESS: HOW EASILY CAN YOU GET TO THESE CUSTOMERS? CAN YOU MARKET EASILY TO THEM ONLINE? GET TO THEM AT CONFERENCES OR THROUGH ASSOCIATIONS?

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TRY IT! FILL OUT THE INFORMATION BELOW:

WHO BENEFITS	SIZE	PAY & PAIN	ACCESS	TOTAL
REAL ESTATE AGENTS	1	3	2	

LEGEND (1 is worst, 3 is best):

Size (how many people): 10,000s of people = 1, 100,000s of people = 2, 1,000,000's of people = 3

Pay & Pain (can they pay, how badly do they want a solution?): -\$ + -Pain = 1, \$ + Pain = 2, +\$ + +Pain = 3

Access (how quickly can you get them to purchase)?: weeks = 1, days = 2, hours = 3

ASSUMPTIONS

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WHAT ASSUMPTIONS OF YOURS HAVE BEEN CONFIRMED OR DEBUNKED?

REMAINING QUESTIONS

AFTER COMPLETING THE RESEARCH REQUESTED ABOVE, ARE THERE ANY UNANSWERED QUESTIONS REMAINING? LIST THEM BELOW HERE TO REVIEW AT A LATER DATE WHILE RESEARCHING.