



today



Check-in

Virtual poetry slam

Conference work

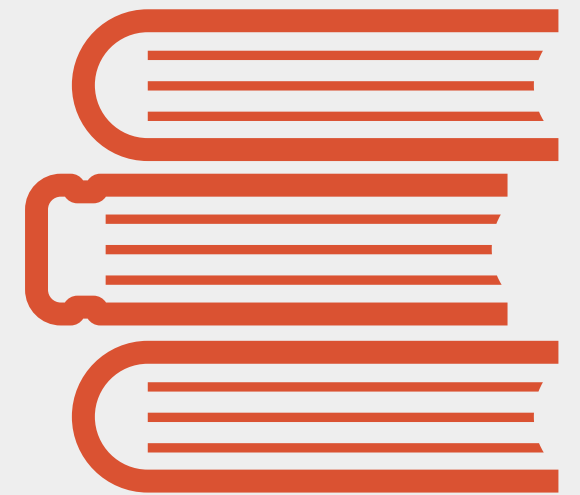
Customer segmentation

Personas

SPA treatment

Project work

Check-out

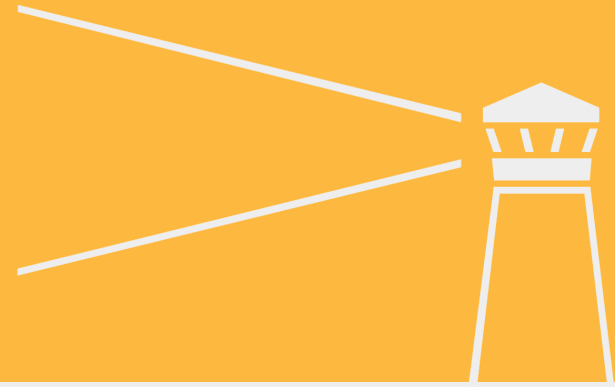


Check-in:

Which piece of  
music did you wish  
you would have  
written?

# virtual poetry slam

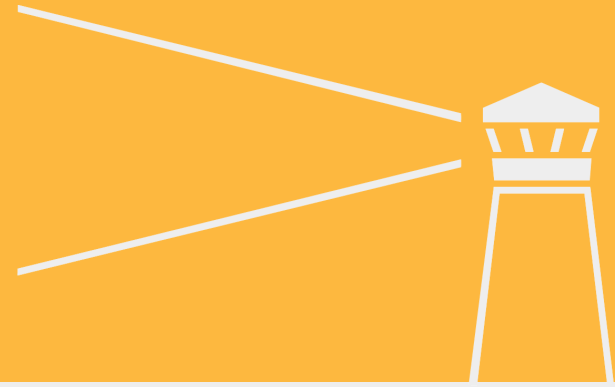
# format



**How it works:**  
You pick the format  
Start from blank sheet  
Three 'forced' words  
Showtime 09.40



# three words



<b>Ugne:</b>	tractor, sorcery, gemstone
<b>Marci:</b>	contrast, unicorn, telegraph
<b>Nil:</b>	leopard, taste, basement
<b>Johan:</b>	sanskrit, outhouse, trombone
<b>Elle:</b>	legend, diner, mural
<b>Terhi:</b>	success, factory, orangutan



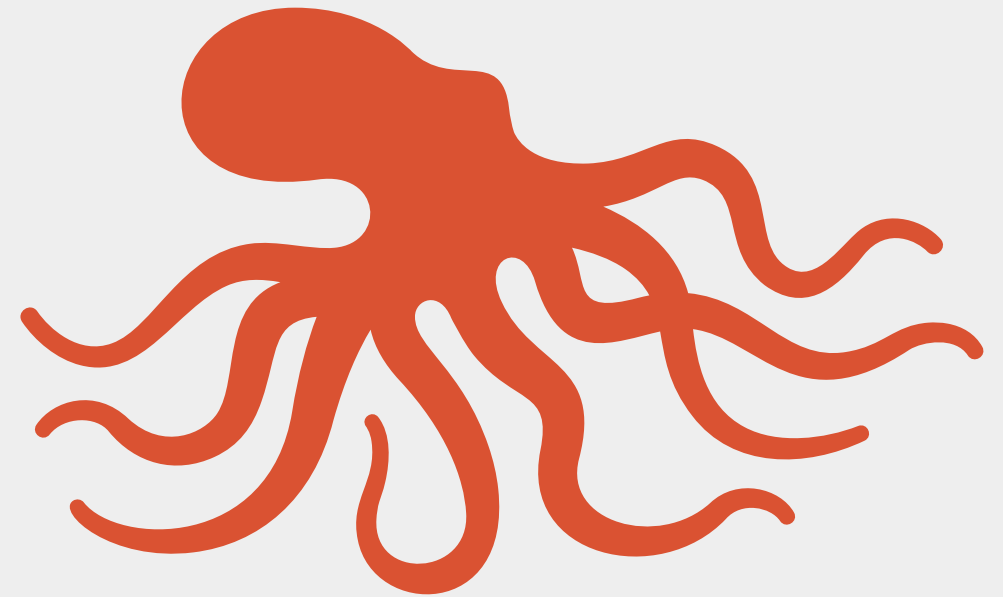
showtime

conference  
work



**customer  
segments**

# customer segments



Today: B2C perspective

Endlessly large topic - this is  
just a scratch on the surface

# customer segments



## **Relation to value prop:**

Value prop per segment

Channels can vary

Customer relationships are trickier





## **Segment types:**

Mass market

Niche market

Segmented market



# segmented market



## **Dimensions:**

Demography

Socioeconomy

Age

Interests

Occupation

etc



# personas



**Create a fictional individual with:**

Name

Age

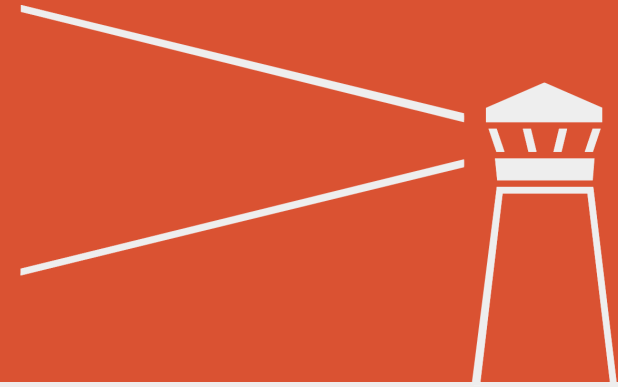
Needs

Hopes

Backstory

Personality





## **SPA Treatment**

Rate your customers based on

Size (how many they are)

Pay (how much they are willing to pay)

Access (how easy you can reach them)

Rate 1-3. Multiply to get total.

# spa treatment



Persona	S size	P pay	A access	total



project  
work

Check-out:

Which sections  
were the most  
inspiring to work  
with so far?

ok