

SAMI Category & Target AI - Executive Summary

Audience Segmentation & Persona Development

- Build personas based on job titles, behaviors, decision drivers, and adoption barriers.
- Tailor insights for B2B (roles, priorities) and Consumer (emotional motivators, lifestyle context).

Jobs-to-Be-Done (JTBD) Mapping

- Identify functional and emotional jobs per segment.
- Surface friction points, unmet needs, and gaps in usage or feature relevance.

Category Definition & Mental Models

- Understand how segments define your category and describe alternatives.
- Reveal language patterns and perception gaps.

Adoption Barriers & Unmet Needs

- Detect hesitation triggers and psychological blockers.
- Recommend repositioning and innovation opportunities.

Messaging Strategy & Fit

- Generate segment-aligned messaging based on functional/emotional needs.
- Optimize resonance, clarity, and motivation.

Analysis Inputs Supported

- Works with CRM exports, segmentation files, surveys (quant + open), and reviews/interviews.