

Practice with your product, or a product you are familiar with

## Profiling market segments



Example



	Your segment 1	Your segment 2	Ancestral heritage	Health
<b>Segment description</b>			DNA testing to understand ancestral heritage & ethnicity	DNA testing to understand genetic risk factors for disease
<b>Customer characteristics</b>			Wealthy, urban, mixed family heritage, high interest in ancestors	Wealthy, urban, high health consciousness, family with history of disease
<b>Needs, motivations, issues to solve</b>			Want to know where their ancestors came from	Want to know their genetic risk for diseases
<b>How are they meeting their needs today?</b>			Family records, family stories, internet search	Health history of parents, grandparents, other relatives
<b>Location/geography</b>			Primarily US, Canada, Australia/NZ	Primarily US, Canada, Australia/NZ, western Europe
<b>Customer example</b>			Eric J, 49, New York City, thought he was Italian	Alix L, 29, Vancouver, BC, lactose-intolerance
<b>Key trends</b>			Increasing privacy concerns	Fast expansion of disease types