

# ADOPTION CURVE ANALYSIS

Identifying Early Adopters

**A** SEGMENT:  
Post Secondary Student

**B** PROBLEM:  
Free Time (Organization)

		EARLY ADOPTERS	EARLY MAJORITY	LATE MAJORITY	LAGGARDS
<b>C</b>	Have the problem	Yes	Yes	Yes	Yes
<b>D</b>	Know they have it	Yes	Yes	Yes	No
<b>E</b>	Paying to solve it	Yes	Yes	NO	NO
<b>F</b>	Behaviours	<ul style="list-style-type: none"> <li>- Balance school/work/social life but make sacrifices</li> <li>- Looking for new ways to be productive and organize work</li> <li>- strive to change to change behaviours to be better students</li> </ul>	<ul style="list-style-type: none"> <li>- Not necessarily the A+ students</li> <li>- Friends with those who have better grades</li> <li>- Learn from Peer/role models</li> </ul>	<ul style="list-style-type: none"> <li>- Do not balance work/school/social well and don't know there's a better way</li> <li>- Follow trends but don't seek them themselves</li> </ul>	

**G** EXTERNALLY OBSERVABLE BEHAVIOR:

- Looking For planning / scheduling apps
- Stay at SLCLibraries till late hours
- Posts on Social Media during stressful
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Identifying Early Adopters

<div style="background-color: #0072bc; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.5em;">A</div> <p>SEGMENT: <u>Mobile Users</u></p>	<div style="background-color: #008000; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.5em;">B</div> <p>PROBLEM: <u>Lock of Wifi (Poor Connections)</u></p>
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		EARLY ADOPTERS	EARLY MAJORITY	LATE MAJORITY	LAGGARDS
C	Have the problem	Yes	Yes	Yes	Yes
D	Know they have it	Yes	Yes	Yes	NO
E	Paying to solve it	Yes	NO	NO	NO
F	Behaviours	<u>- Stay inside places for free wifi</u> <u>- Uses application to find wifi hotspots (not best connection but free)</u> <u>- Cares about their phone bill and data plans rising</u>	<u>- Use data sparingly until they can reach a wifi hotspot</u> <u>- Try to utilize wifi to fullest degree before leaving area</u> <u>- Uses social media to find the best wifi hotspot</u>	<u>- Wifi when it is available</u> <u>- Uses friends recommendation on the best wifi hotspot locations</u>	

<div style="background-color: #0072bc; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.5em;">G</div>	<p>EXTERNALLY OBSERVABLE BEHAVIOR:</p> <p>1. <u>Schools with strong wifi connections for students</u></p> <p>2. <u>Places that offer free wifi</u></p> <p>3. <u>Social Media that show free wifi locations</u></p> <p>4. _____</p> <p>5. _____</p>
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# ADOPTION CURVE ANALYSIS

Identifying Early Adopters

**A** SEGMENT:  
Travel

**B** PROBLEM:  
Trustful Source Ratings/Comments

		EARLY ADOPTERS	EARLY MAJORITY	LATE MAJORITY	LAGGARDS
<b>C</b>	Have the problem	Yes	Yes	Yes	Yes
<b>D</b>	Know they have it	Yes	Yes	Yes	NO
<b>E</b>	Paying to solve it	Yes	Yes	NO	NO
<b>F</b>	Behaviours	<ul style="list-style-type: none"> <li>- Don't go to places/events that have bad ratings</li> <li>- Take extensive time looking for good places to go to</li> <li>- Download travel apps</li> <li>- Create/follow new travel trends and make trips happen as soon as possible</li> </ul>	<ul style="list-style-type: none"> <li>- Follow travel trends and go on trips later</li> <li>- Spend some time looking for reviews for things to do</li> <li>- Rely on articles/posts from experienced travellers</li> <li>- Wait until a travel trend is established before going</li> </ul>	<ul style="list-style-type: none"> <li>- Friends are into travel, go on some trips but mostly with some friends</li> <li>- Asks others for information rather than checking online</li> <li>- Goes on preplan trips instead creating their own path in the trip</li> </ul>	

**G** EXTERNALLY OBSERVABLE BEHAVIOR:

1. Write reviews on trip advisor for restaurants and things to do in a given place
2. Post about travels on social media
3. Have travel blogs
4. \_\_\_\_\_
5. \_\_\_\_\_