

## Customer Meeting Core Team

### Instructions

Identify all of the core team members who will be at every customer meeting and what their role is on the team. List other, additional team members who may be at some meetings throughout your research.

### Core Team Members

Name

Role

Name

Role

Name

Role

Name

Role

Name

Role

Name

Role

### Additional Team Members

Name

Role

Name

Role

Name

Role

Name

Role

Name

Role

Name

Role

Name

Role

## Customer Categories

**Instructions**

Use this worksheet to identify the perfect customers, companies, or organizations that you would want to talk to across various categories or attributes. Use as many rows or columns as you need for your product research.


## Critical Questions

### Instructions

Use this sheet to identify what critical questions need to be answered from your customer research. Refer to these questions throughout your meetings and reflect on how well you answered them.

1

2

3

4

5

6

7