

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

Profiling market segments



Example



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