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|  | 🏁 GET STARTED [▶️ link to full series](https://www.youtube.com/watch?v=X7BEbRuZD6U11) |

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| First, [watch the video](https://youtu.be/nQmzNcluQVc) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **My Customer Segments**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity will take around 2 hours for parts 1-2  & 3 hours for part 3.**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor, coach or a friend** ⭐recommended * **On your own** * **In a group:** each of you do it & share & give feedback |

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| * To think as a customer * To define and know your  customer segment * To **understand** your  customer’s **expectations** | * To identify the current  and future customer trends * To interact with experts and customers  so that you can take action and improve  your product/service accordingly |
| ⁉️ How to do the activity (✅tick the checkboxes when you have completed each step) | |
| **1️⃣** Decide whether you want  to do this activity on your own,  with 1-1 support or in a group.  2️⃣ Watch [**the video**](https://youtu.be/nQmzNcluQVc) for this activity.  3️⃣ Think for a moment: **What useful tips Nejat shared in the video to help you understand and target your customers?**  4️⃣ **Read, research and think** through and fill each part of the activity template.  **5️⃣ Part 1** will make you realise  that **we are all customers**.  Compare your experience as a customer with your own product or service. | **6️⃣** You will **identify** your **customer segment**  in **part 2.** You will also know more about  them by creating your ideal customer.  **7️⃣** Complete **part 3 to reflect on  your customer trends.** You will compare your product/service to your competitors and identify  what are the **best practices. Go around your city** and find out what are the **new trends in your industry.**  **8️⃣** It is now time to **interact with experts and potential customers. In part 4,** take the time to discuss with them and look for **constructive feedback and information** that you can apply to your own business. |

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| 1 We are all consumers, we are all customers 🛍️ | | |
| **What was your last  important 🛒 purchase?   (product or service)** | My last big purchase was…✍️ | |
| **🤔 What motivated  you to buy this?** | I bought this item because…✍️ | |
| **What do you 🤩 value  the most in this purchase?** | **Select more than one if needed:**  Price / value for money  Quality  Convenience  Customer service | Speed  Brand  Innovation  Story  Other: ...✍️ |
| **What did you like 👍 and dislike👎 ?** (e.g. information, payment,  delivery, sales person, etc.) | What I like when I purchase this item is…✍️  What I didn’t like when I purchase this item is…✍️ | |
| **How was the  customer service? 🙋‍♀️** | The customer service was ...✍️ | |
| Excellent  Good | Average  Bad |
| Describe the customer service you received …✍️ | |
| **Would you buy from  this company again? 🏷️** | YES, because…✍️  NO, because…✍️ | |

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| 2 Know your customers 🙋‍♀️ 🙋‍♂️ | | |
| First, **describe** the **product  or service you want to sell** 🏬 | The product, or service, that I want to sell is...✍️ | |
| What **type of customer would be interested** in your product/service? **🔎 💆** | | |
| **Personal information 🏷** | **They would buy my product / service 🤷 because…** | **How does your product / service  help your customers? 💡** |
| **Age: ...**  **Place where they live: ...**  **Occupation: ...**  **Hobby: ...**  **Economic situation: ...**  **Background...**  **Other: ...** | They would buy it because …✍️ | What they would find the …✍️ |
| How will you **🙋‍♂️**reach out to  **meet and 💬 discuss with your customers?** | To reach, meet and discuss with customers about my product/service,  I will…✍️ | |

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| 3 🤝Meet potential customers to get new ideas 💡 | | |
| How will you  **contact customers** 🗣️to collect more **information** about their needs and expectations? | I will contact customers by… | |
| **What ⁉️questions  are you going to ask  these customers?** | **Question 1:** | ✍️ |
| **Question 2:** | ✍️ |
| **Question 3:** | ✍️ |
| **Question 4:** | ✍️ |
| How will you  **collect feedback** 📃 from **customers** about your business idea? | **To collect my feedback, I will:.**..✍️  Share online surveys  Share print surveys  Do interview (online or in person)  Organise a group discussion (online or in person) Something else – describe here: | |
| Who are  is an **expert** who knows a lot  about customers  in your industry? | The expert in my industry is…✍️  I will reach out to this expert by...✍️ | |
| **Go to your local  📚 business library  and ask for information about the customer trends in your industry.** | What I learned from my local business library is...✍️ | |
| **After doing all this research, in summary, what have you learned  about your customers?** 🧐 | What I learned is that customers...✍️ | |

Text

Description automatically generated