MODULE 2 EXERCISE 

**- Target Customers -**

**1. Who are your customers?**

Take 3 minutes to write down as much information about your customers as you know - use bullet points and brief descriptions:

|  |
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**2. Relook at your points above and ask yourself if you have described more than one group of customers and if you have included information about your users as well.**If you have described more than one group, or included information about users, make notes next to each point e.g. 1 = target customer group one; u = user etc.

**3. Now select your main customer group and use the questions to order and add to the information you have about your customer.***If you have more than one target customer or users as well you may need to do this a few times.*

| Target Customer |  |
| --- | --- |
| Gender, Age etc. |  |
| Social & economic information.  – *Include info on income, employment, use of technology, social media etc.* |  |
| Why are they buying/ would they buy your product or services? |  |

**Once you are happy with this customer description, you can re-write it into your canvas in the Star Quality block.** (Only use your main target customer for the canvas!)

After the Bootcamp, you should go out and speak to customers/ potential customers to find out more about them!