

UNDERSTAND YOUR CUSTOMER

Answer the following questions so that you can recognise how to understand your customer:

1. How do your target customers experience the problem you've described? Why might they buy or use your product or service?

Put yourself in the shoes of your target customer to describe their perspective of the problem. How will your product or service solve their problems?

2. Based on the information you've gathered about your target customer, identify the top 3 pathways they are most likely to learn about your business.

Through which pathways will customers most likely learn about your product or service?

3. How will your target customer buy, use or pay for your product or service?

Through which pathways will customers most likely buy or use your product or service?
