

CUSTOMER STORMING AND ROLE-IZING

Worksheets, updates and comments available online:



Let's start brainstorming, and solidifying your customer segments.

Problems it Solves

1. Unsure who your first customers will be? Not for long.
2. How narrowly should you define your "customer segments?" How narrow is too narrow? How broad is too broad?
3. How do you segment B2B customers versus B2C customers?

Building a Huge List of Customers

Break out the "Customer Storming & Role-izing" worksheet.

CUSTOMER STORMING & ROLE-IZING

1 Victory _____ Problem _____
number things hypothetical problems

2 Give yourself 3 minutes to write down as many potential customer segments as you can. Make sure you get at least 10.

3 Role-izing: Cross out any segment above whose members wouldn't describe themselves with the words you've chosen.

4 Replace the crossed-out segments above with "Roles" they would describe themselves as.

Grab your Customer Storming and Role-izing worksheet

Step 1