



Understanding Customers

Erasmus+

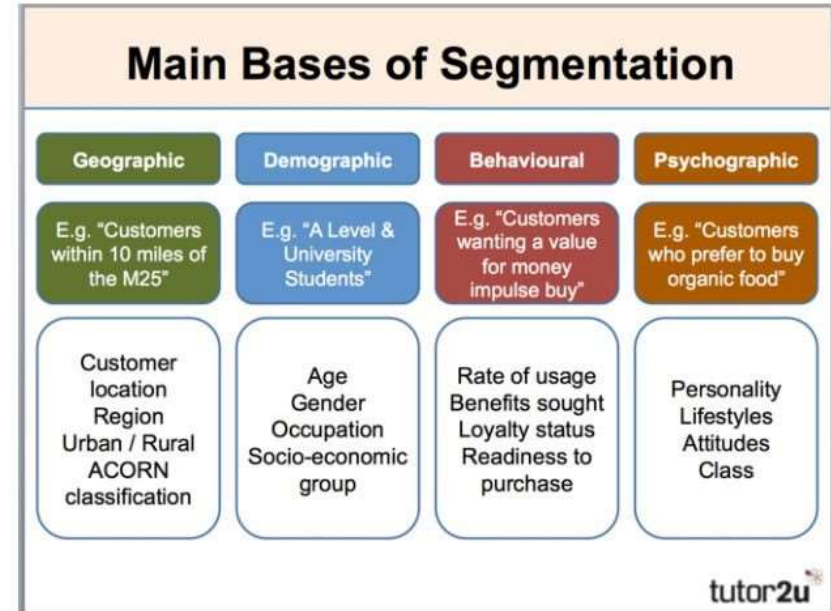


## Task:

- Description of the customer segments
- Presenting a representative customer



- Identify direct and indirect customers
  - Who pays for your product/service ?
- Differentiate between customer segments
  - Different buying behaviour
  - Different demographics and/or geographics
  - Different psychographics

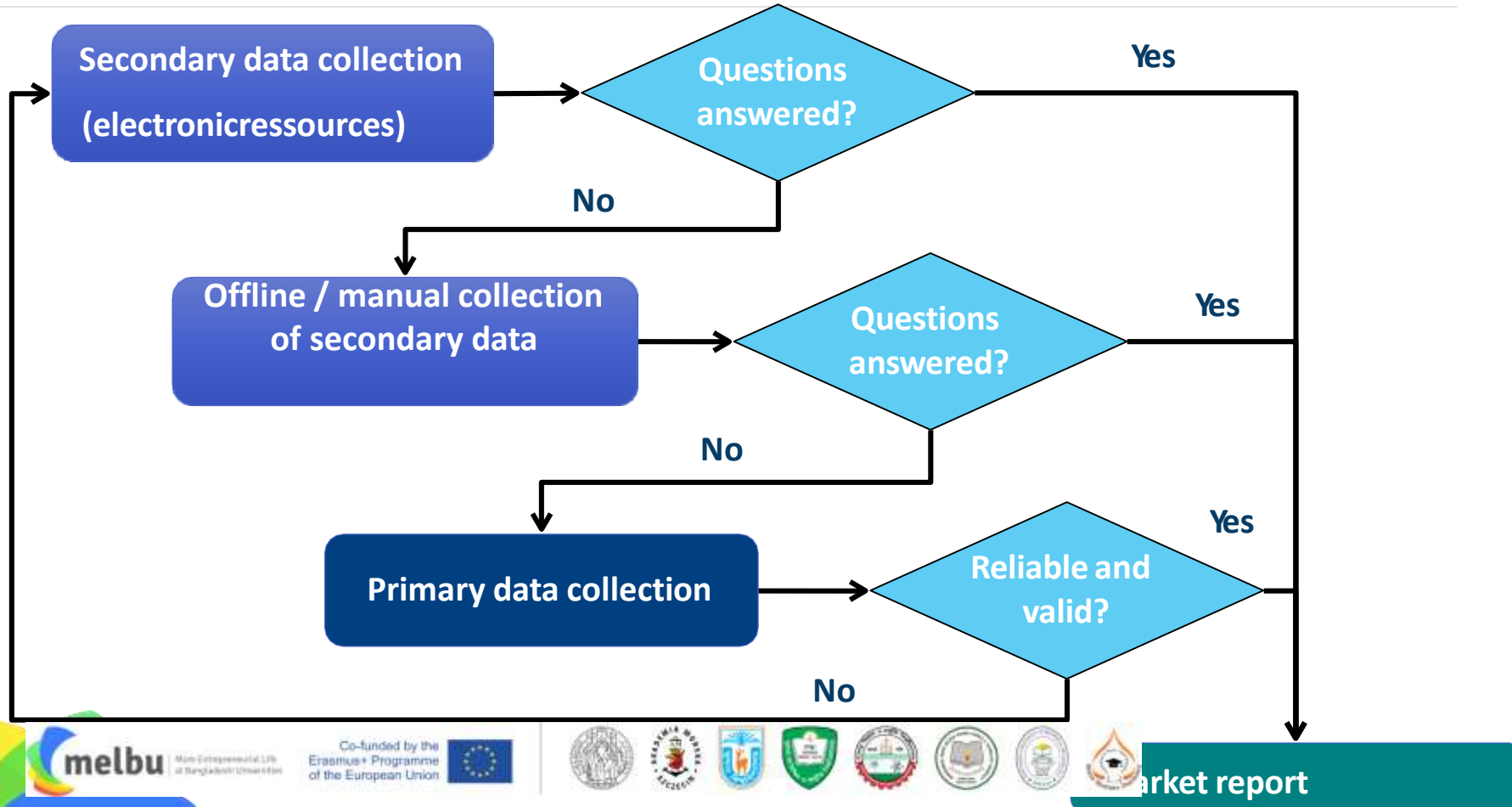


## Current and future development of the customer segments.

- Market size of the customer segment
- Market growth of the customer segment
- Development trends of the customer segment



**Market Research**



- Besides Google Search there are a good number of websites providing market information
- Please see our collection of websites
- Here some examples:

<http://globaledge.msu.edu/>

- An excellent site for region or country information. Well stocked source of information for international business that includes country data, market potential indicators for emerging markets, glossary and much more.

<http://www.europages.com>

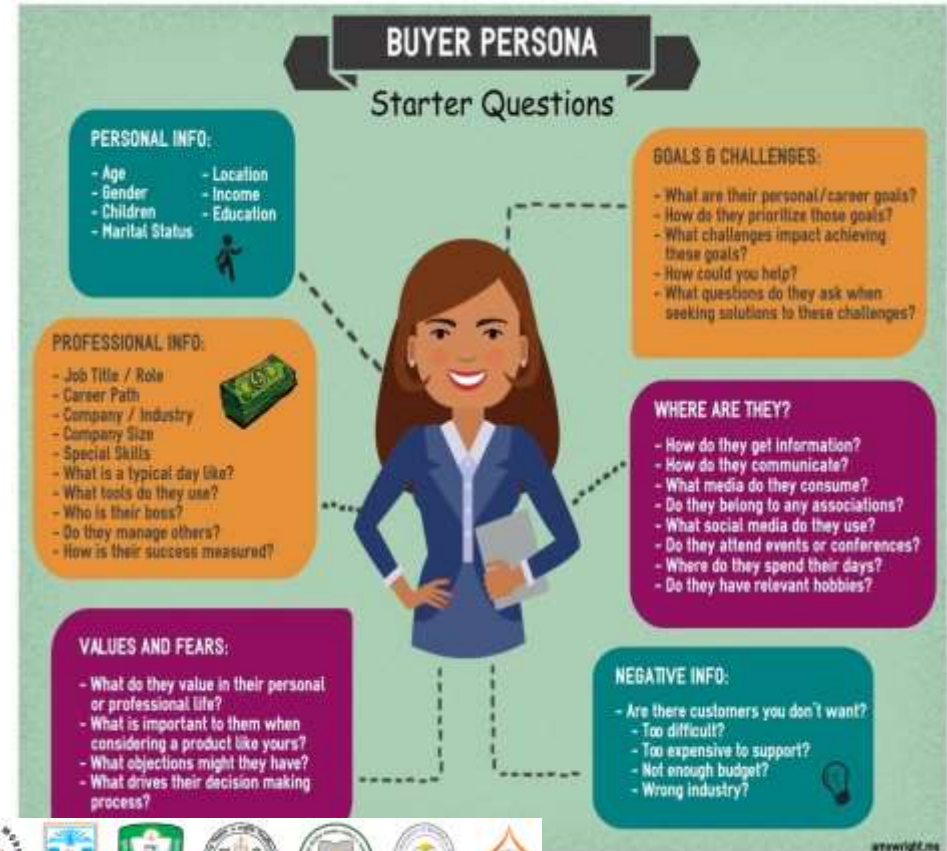
- A searchable directory of 3 million European businesses in 35 European countries.

- Reports of companies listed at the stock exchange
  - Must publish annual report
  - Often available on the website
- Trade Fair catalogues
  - Often available for free after the fair
  - Good source of competitor information
- Publications of business associations
  - Provide often reports about markets
  - Very often not online available, one have to contact them via telephone

Technique	Journalist	Anthropologist	Impersonator	Co-creator	Scientist
<b>Description</b>	Talk to potential customers to get easily customer insights	Observe potential customers in the real world.	„Be your customer“ and use products and services. Spend time in your customers shoes.	Integrate customers into the process of value creation to learn with them.	Realize experiments with customers
<b>Strength</b>	Quick and cheap to get first insights	Allows to discover real-world behaviour	Firsthand experience of jobs, pains and gains	Proximity to customers allows you to get deep insights	Provides fact-based insights. Works good with new ideas.
<b>Weakness</b>	Customers not always know what they want. Actual behaviour can differ from interview answers	Difficult to get customer insight related to new ideas	Not always representative of your real customer	May not be generalized to all customer (segments)	Could be hard to apply



- Personas are fictional characters created by research to represent the different user types that might use company's service, product, site, or brand in a similar way. Creating personas will help to understand the users' needs, experiences, behaviors and goals.
- Based on research with real people
- Ideally based on qualitative and/or quantitative customer research:



## Statistic Data:

- 12 million followers are in face book
- About 80% use the public transportation system
- The average income is Tk 35K
- The average customer attends games a year

## Persona: Andrew Avijit Das

- Endrew is a 30 years old man.
- He comes from the local city.
- He is a fan of the local team.
- He has a season ticket. After the Match he regular meets with his friends.
- He usually uses public transport to the matches.



## Use other photos to show the persona's life

- the persona in context
- members of their family
- house, office, or other locations
- relevant details: pets, car, friends, favourite magazine, favourite places, technology





**Name:** Farhana  
Yeasmin  
**Age:** 30  
**Gender:** Female

## Hobbies

Cooking,  
Teaching, watching  
movies

## Who am I ?

(Family status, ethnic/cultural background)  
Married, 2 kids, born in Khulna

## Job description

Sr. Lecturer , Northern  
University of Business &  
Technology Khulna

## Salary

35K monthly

## Buying behaviour

Looks for a clam, relaxed, dining  
experience, playing zone for kids,  
good décor, relaxing environment,

## Education

Studied MSS  
(Sociology) in  
Khulna University.

## Statements

*Hard work is the  
passion of my life*



**Name:** Arif Kamal  
Chowdhury  
**Age:** 52  
**Gender:** Male

## Who am I ?

(Family status, Ethnic / cultural  
background, Education)

Married, 2 Kids at  
school, 1 kid at College

Education:

## Job Position

EVP of the bank, Reports  
directly to president of the  
bank, 50 staff member in his  
unit, regularly monitor the  
financial performance and  
growth of the branch

**Company : AB Bank,**  
35employees,  
BDT 46.29 billion  
Turnover.

## Goals and Challenges

Value most: job security, family recognition for  
success, Biggest challenge: managing  
people, keeping all balls on air / Biggest objections:  
Appearance, not state of the art, liability, look dumb

## Communication Preference

Email, phone, uses internet for  
getting information about banking  
industry,  
reads Economist and Best trade

## Statements

Extremely  
confident on  
ability

- Description of the customer segments
  - Identification of customer segments
  - Market size and growth
  - Market trends
  
- Presenting a representative customer
  - Personas for each selected customer segment

