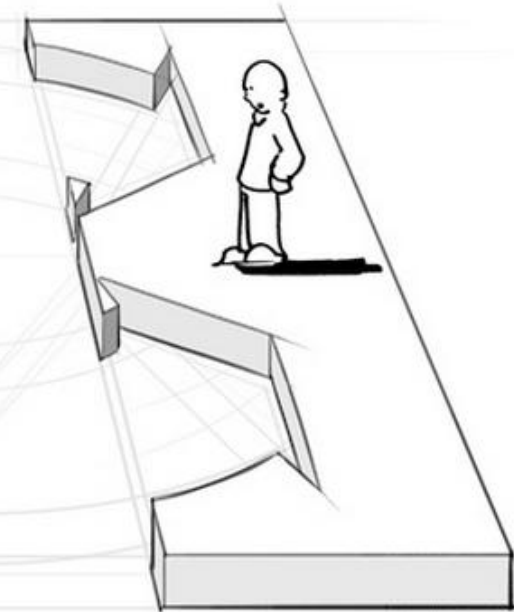


The **Customer Segments Building Block** defines the different groups of people or organizations an enterprise aims to reach and serve.

Customer groups represent separate segments if:

- Their needs require and justify a distinct offer
- They are reached through different Distribution Channels
- They require different types of relationships
- They have substantially different profitability
- They are willing to pay for different aspects of the offer



Customer segments

Who are they?

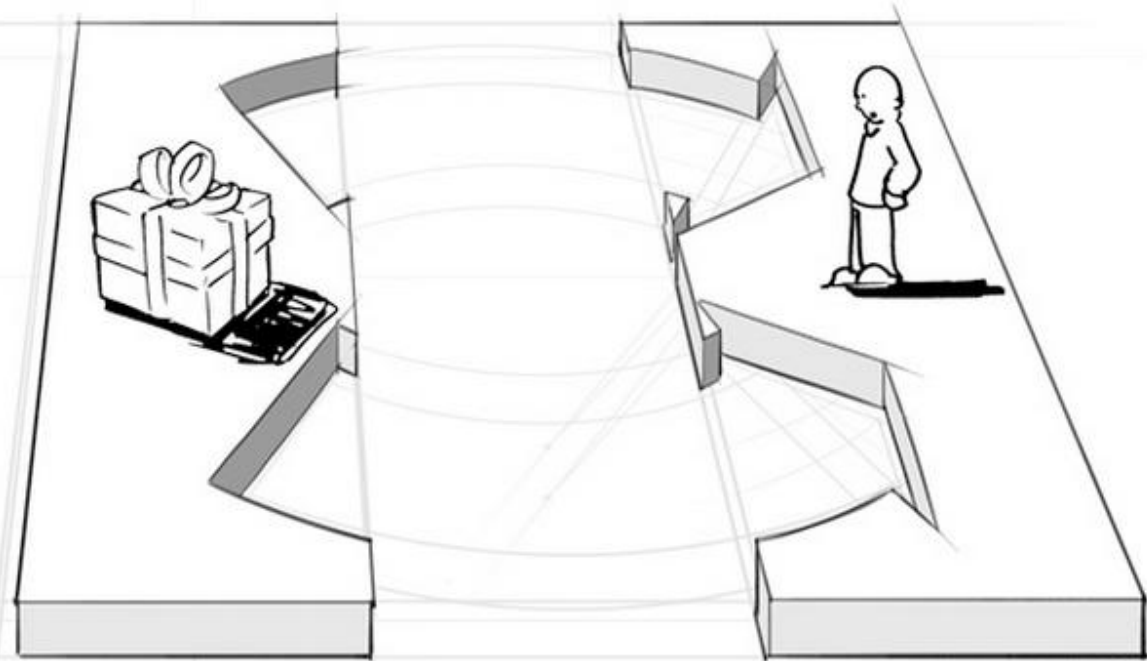
Which are their needs (and dreams)?

Can I help them in any way?

Describe the persons so as to
understand who they are and their
needs (and dreams) (BI-SOGNI)

The **Value Propositions Building Block** describes the bundle of products and services that create value for a specific Customer Segment

The Value Proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment.



Value Proposition

What value do we deliver to the customer?

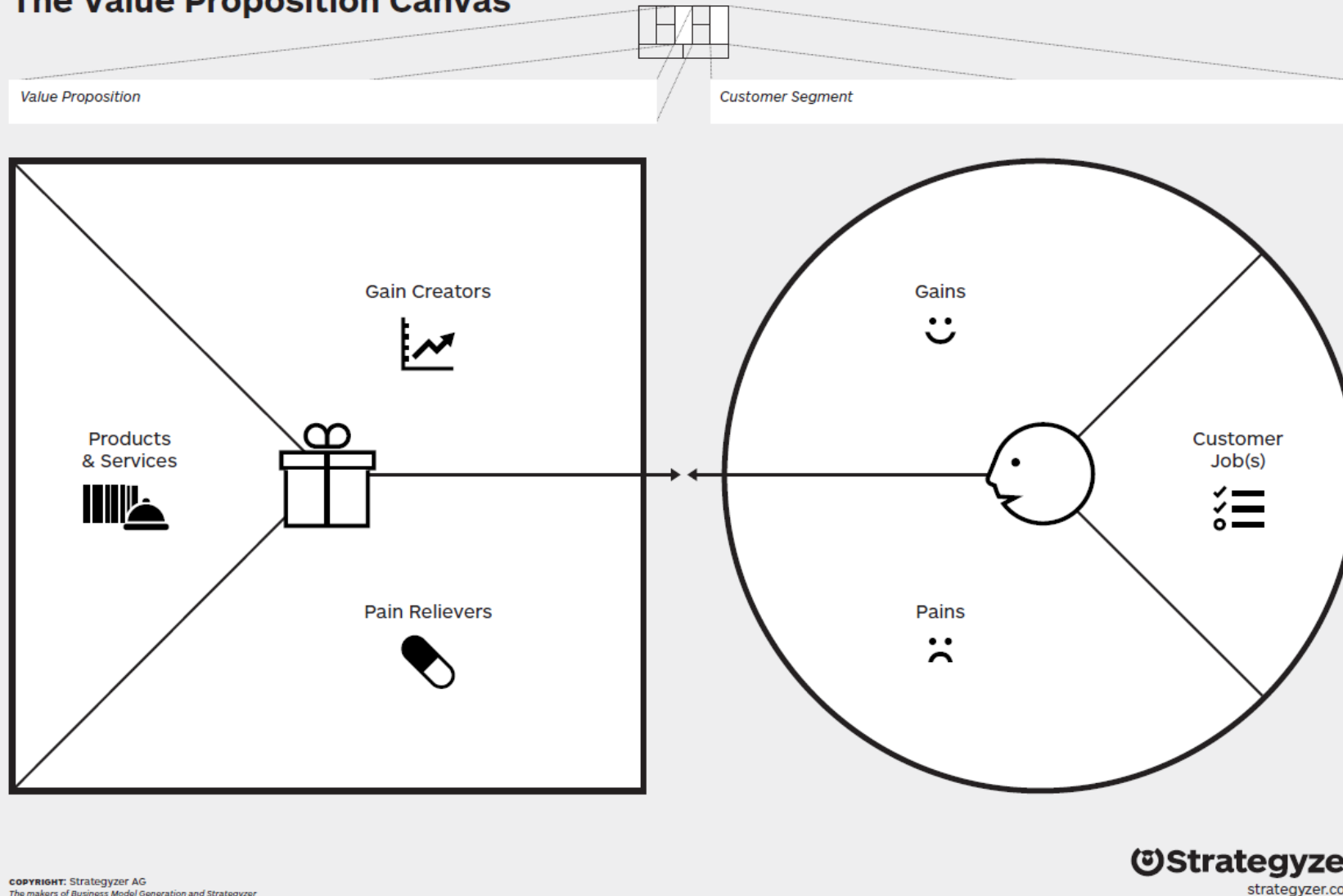
Which one of our customer's problems are we helping to solve?

Which customer needs are we satisfying?

**Describe the VALUE of your product in terms of
UNIQUENESS and NEEDS understanding**

What bundles of products and services are we offering to each Customer Segment?

The Value Proposition Canvas



Osterwalder A., Pigneur Y. , Bernarda G., Smith A. (2014) Value Proposition Design: How to Create Products and Services Customers Want
https://issuu.com/business.model.innovation/docs/vpd_sneakpeek

Customer profile

1. **Customer jobs (or activities):** describe what customers are trying to get done in their work and in their lives, as expressed in their own words: functional, social, emotional.
2. **Pains:** describe bad outcomes, risks and obstacles related to customer jobs.
3. **Gains:** describe the outcomes customers want to achieve or the concrete benefits they are seeking.

Value Map

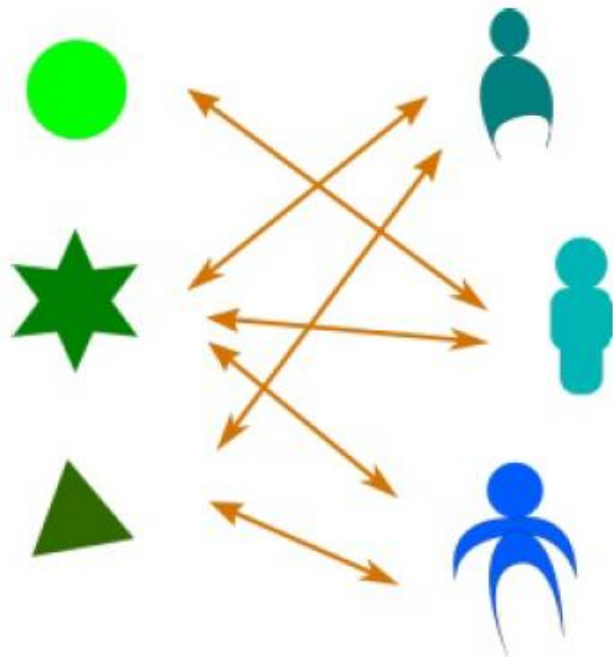
1. **Products and services:** a list of all product and services a value proposition is built around.
2. **Pain relievers:** describe how your products and services alleviate customers pains.
3. **Gain creators:** describe how your products and services create customers gains.

Value Proposition Canvas

Product / Market Fit

Every business starts with a small group of customers. There's a match between a findable customer group and a specific product they want.

You can change your product. You can choose your customer. You need to keep changing both until you find a good match.



Define customers on their behaviour, not characteristics

Define customer groups in a way where we visualise them and see them as real people. Then we can find them and design for them easily.



Characteristics: females aged 25-35, living in the central urban areas with a 20 to 30k income. That's vague. Useless information.



Behaviour: creative freelancers who use Macs and go to meetups looking for gigs. Now, we know what to do.

Identifichiamoli



Alessio, 31 anni, libero professionista sul marketing turistico.

Viaggia spesso per lavoro, dal lunedì al venerdì lavora in ufficio, nel tardo pomeriggio due volte a settimana va in piscina.

Mangia biologico ed è particolarmente attento all'alimentazione.

Nel fine settimana quando può le piace camminare in mezzo al natura con la sua fidanzata. Ama i viaggi eco-sostenibili e durante l'anno ne compie 3 o 4, specialmente in quelle destinazioni dove c'è una alta sensibilità alle sue caratteristiche.

Ha una buona propensione di spesa.

Legge riviste di settore e sul web frequenta le community e ne gestisce una sul Turismo Lento.



@AlessioCarciofi

Pay attention to...

Stick to the facts

People are awful at predicting their own behaviour. So don't ask what they would do, ask what they have done.

People like sharing opinions, but those opinions change. Better to ask them for **facts**, like numbers and events.

Be careful when people generalise. It's easy to believe a story that starts with, "Normally, I do it this way." The real story often comes out when you ask them to talk through **specific** cases. What happened last time? Was there a time when it didn't go like that? When has this gone off-track? Discard and clarify when you hear predictions, opinions or generalisations.

Keep your conversations on the specific, past facts. That's what will help you see the true picture.

Keep your idea out of it

Interviewing potential customers is an exploration in finding a good customer group to find product/market fit.

The goal is observation, so keep the conversation about them, their life, and how they do things now.

Bringing your idea into it is a trap. It leads the conversation away from what matters to them, and skews towards topics what they think you want to talk about.

Now visualize your profile of food consumer...

Photo

Name ... age, life style...

Interests, passions, activities, hobbies,

Which product we are talking about...

Frequency of consumption (sporadic, occasional, frequent, regular)

Preferences: organic, regional, ...

Attitudes: brand loyal, creature of habit, into changes...

Knowledge: expert...

Involvement: passionate, informed, conscious...

Awareness: check website, by guides...

Average expenditure

Place of purchase / consumption: supermarkets, restaurants...

Consumption occasions:

Benefits sought: (...)

The last food product (specify: i.e. a specialty product) purchased:
where, when, how much, why...

The last meal at a restaurant: where, when, how much, why...

Before the purchase he / she has collected information...