

Recent Customer-Problem Fit Evaluation

by adelantum services



Scan for latest version



Connect on LinkedIn

Calculating Consistency:

For each *Input from Interviews*, indicate the highest percentage of interviewees who gave the same answer.



For example, if 60% give an answer A and 20% an answer B, the Consistency for that input is 60%



If the Consistency % of 1 of the 3 bold circles is low, **narrow down** the definition of your Target Customer.

How many interviewed:

Use Case

Input from Interviews on Problem

Customer Profile: (For B2C: demographics and psychographics. For B2B: vertical, company size, revenue, image, values...)

Who **need/want** to (in their own words): (What problem/outcome/desire are they trying to solve/achieve/fulfill?)

To them, this is **important because:** (What is their "Job To Be Done": underlying motivation/reason for their needs/wants)



My **Early Adopters** are:

Who I can **find here:**

Others affected by this are: (Who else cares about the outcome? These are the other **Stakeholders** involved in the problem, whose Use Case must be considered.)



For this they **currently use:** (Name of the product just purchased from you or from a competitor)



How much **are they paying?**
How much **have they paid / invested already?** (Money, Time, Effort, Training, Data...)



What do they **like** about it?



What do they **dislike** about it?



How do they **deal with** the parts they don't like? (How do they work around the shortcomings?)



What **other solutions** have they tried/considered before settling on this current one? How were these solutions? (What didn't they like about it?)



Where did they look for solutions? (Google, Reddit, contacts...)



What **situation triggered** them to start searching? (What was going on that made them start looking?)



How did these other solutions **not meet their needs?** (What stopped them from buying them?)



Recent Customer Questionnaire

by adelantum services



Scan for latest version



Connect on LinkedIn

For customers who have recently purchased your product/service, or that of a competitor. Their answers will help you understand their reasons for purchasing, so you can improve your product, your choice of customer segment, and/or your marketing copy.

Name of the product they purchased:
(This provides input for **currently use**.)

What made you think of getting a product like this? What was the occasion, or what were you trying to do? What was going on in your work/life?

(This provides input for **need/want** and **situation trigger**.)

What were you using before? What made you want to change?

(This provides input for **other solutions**.)

What will it allow you to achieve, and how/why is that important to you?

(This provides input for **important because**.)

Did someone else need to agree on making this change/purchase?

Will you be using it yourself? Who else cares about this outcome?

(This provides input for **others affected**.)

Where did you look for information to help you choose?

(This provides input for **Where did they look**.)

Which other options did you consider?

(This provides further input for **other solutions**.)

What did you like and dislike about the other options? Why did you end up choosing this one?

(This provides input for **not meet their needs**.)

How have you been using this product so far?

(This provides input for **need/want** and on **deal with**.)

Which are the features of this product that you find most important? And that you like best? Why?

(This provides input for **like**.)

If there was anything you could change/add to this product, what would it be, and how would this help you? Any shortcomings that you've had to work around?

(This provides input for **dislike** and **deal with**.)

Have you recommended this product to anyone? If so, to whom, and why them?

(If they have, they might be your **Earlyvangelists**. If they recommended it to people who have a **different customer profile** and/or **need**, consider exploring that segment too.)