

# Recent Customer-Problem Fit Evaluation

by adelantum services



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### 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:

User Scenario

Input from Interviews on Problem

<p><b>My Target Customers are:</b> (Customer <b>Profile</b>. For B2C: demographics and psychographics. For B2B: vertical, company size, revenue, image, values... )</p>		<p><b>My Earlyvangelists are:</b></p>	
<p><b>Who need/want to:</b> (What <b>problem/outcome/desire</b> are they trying to solve/achieve/fulfill?)</p>		<p><b>Who I can find here:</b></p>	
<p><b>This is important because:</b> (Job To Be Done: underlying motivation/reason for their needs/wants)</p> <p style="text-align: right;">...%</p>		<p><b>Others affected by this are:</b> (Who else cares about the outcome? These are the other <b>Stakeholders</b> involved in the problem.)</p> <p style="text-align: right;">...%</p>	
<p><b>For this they currently use:</b> (Name of the product they just purchased from you or from a competitor)</p> <p style="text-align: right;">...%</p>		<p><b>For which they have paid:</b> (if not with money, then how much has it cost them in time, effort...)</p> <p style="text-align: right;">...%</p>	
<p><b>What do they like about it?</b></p> <p style="text-align: right;">...%</p>	<p><b>What do they dislike about it?</b></p> <p style="text-align: right;">...%</p>	<p><b>How do they deal with the parts they don't like?</b> (How do they work around the shortcomings?)</p> <p style="text-align: right;">...%</p>	
<p><b>What other solutions</b> have they tried/considered before settling on this current one? How were these solutions? (What didn't they like about it?)</p> <p style="text-align: right;">...%</p>		<p><b>Where did they look for solutions?</b> (Google, Reddit, contacts...)</p> <p style="text-align: right;">...%</p>	
		<p><b>What situation triggered them to start searching?</b> (What was going on that made them start looking?)</p> <p style="text-align: right;">...%</p>	<p><b>How did these other solutions not meet their needs?</b> (What stopped them from buying them?)</p> <p style="text-align: right;">...%</p>

# Recent Customer Questionnaire

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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**.)

**1 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**.)

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

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

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

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

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

**Will you be using it yourself?**

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

**5 Where did you look for information to help you choose?**

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

**6 Which other options did you consider?**

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

**7 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**.)

**8 How have you been using this product so far?**

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

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

**Why?**

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

**10 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**.)

**11 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.)