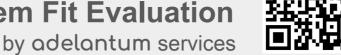
## Recent

## **Customer-Problem Fit Evaluation**







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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 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:

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My Target Customers are: (Custor psychographics. For B2B: vertical, company s		My <b>Earlyvangelists</b> are:
Who need/want to: (What problem/ou solve/achieve/fulfill?)	utcome/desire are they trying to	Who I can find here:
	7	
This is important because: motivation/reason for their needs/wants	s) e	Others affected by this are: (Who else cares about the outcome? These are the other Stakeholders involved in the problem.)
For this they currently use: (Name from you or from a competitor)	_\_\ n	For which they have paid: (if not with noney, then how much has it cost them in time, ffort)
What do they like about it?	about it?	How do they <b>deal with</b> the parts hey don't like? (How do they work round the shortcomings?)
%	%	%
What <b>other solutions</b> have they tried/considered before	Where did they look for solu	utions? (Google, Reddit, contacts)
settling on this current one? How were these solutions? (What didn't they like about it?)	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

For customers who have recently purchased <u>your product/service</u>, <u>or that of a competitor</u>. 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  ${\bf need/want}$  and  ${\bf situation}\ trigger.)$ 

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?

(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.)

For more tools: adelantum.eu/resources