

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:

Use Case

Input from Interviews on Problem

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

Their Problem/Need (in their own words): (What is the situation that is frustrating them?)

My Early Adopters are:

Who I can find here:

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



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 event 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

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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**.)

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 **problem/need** and **trigger event**.)

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 **problem/need** 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.)