

**YOUNG
CEO
PROGRAM**



thinkstartup

Session 7 : Understanding Customers



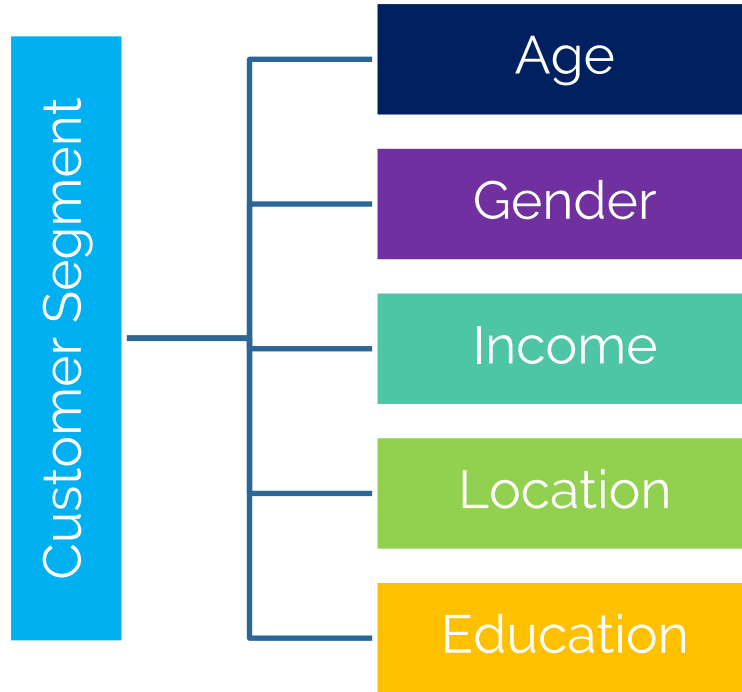
Write your **IDEA** in brief...

Who is the **main customer**?

Describe the main customer?



AGILE : Identify core customer





Case Study **Group Activity**

- Two families (H,W,2K) are travelling from Delhi to Singapore.
- One chooses Indigo airlines to travel and the other chooses Singapore Airlines.
- The travel time is same for both.
- Identify
 - Who is the Customer
 - Who is the Consumer
 - What inferences can you make about two customer sets?



Customer Segmentation Behavioral



"Price-Conscious"



"Smart"



"Needs Proof"



"Persuadable"



"Risk-Averse"



"I'll Get it Later"



How to know **Customer Segment**



1. Speak to 10 potential customers
2. Understand if they are your real customer
3. For the real customer, fill the AGILE format
4. Find commonalities to know your customer segment

Team Activity Customer Profiling



**Describe your
typical customer?**

(AGILE)

*Age, gender, income,
location, education*

CUSTOMER GOALS

What is the customer
trying to achieve

PAIN POINTS?

What is making them
interact with you?

DELIGHTS?

What can make them
super excited about
coming to you?