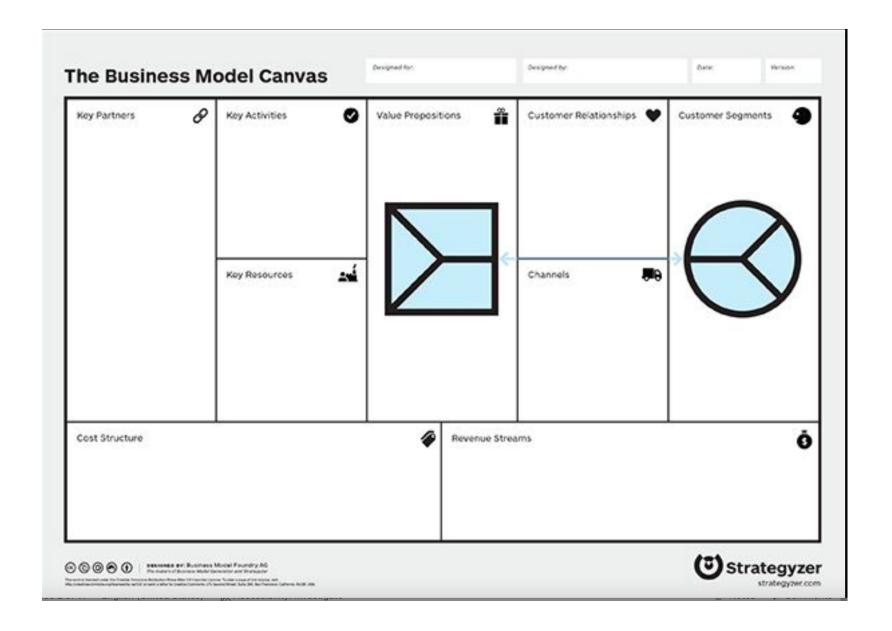
Nine Components of the Business Model Canvas

- 1. Customer Segments
- 2. Value Proposition
- 3. Channels
- 4. Customer Relationships
- 6. Key Resources
- 7. Key Activities
- 8. Key Partnerships
- 9. Cost Structure
- 10. Revenue Streams



Big Question: What do customers want?



On whom should we focus?



What will they value (and what won't they)?



How should we communicate with them?

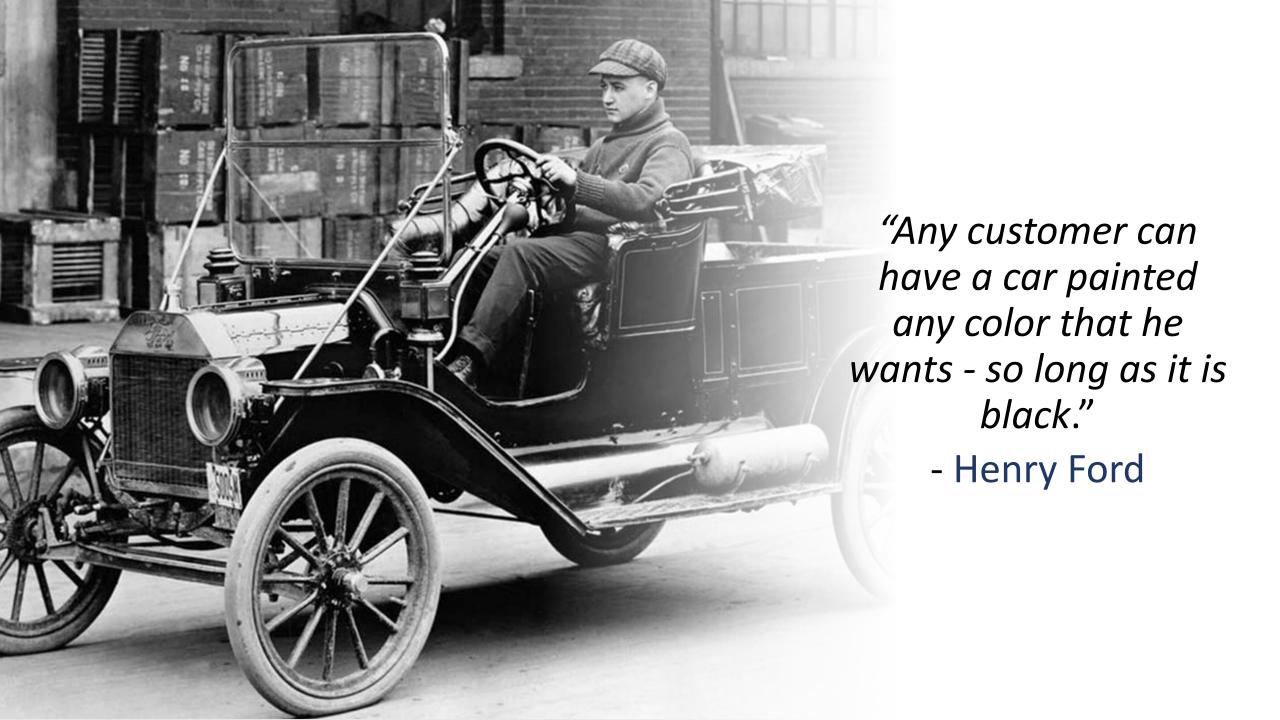


What should we develop?

Customer Segmentation

Lisa DeCarlo

David Mayo





Customer Segments

- Defines the different groups of people or organizations an enterprise aims to create VALUE
- Questions to Ask
 - For whom are we creating value?
 - Who are our most important customers, clients, or users?

Types of Customer Segments

Mass Market Niche Market

Segmented

Diversified

Multi-sided markets

Usual Approaches to Segmentation

- Psychographic
- Decision Makers
- Behavioral
- Geographic
- Distribution
- Demographic

Customer Segments

tests for separate segments

Do their needs require and justify a distinct offer?

Are they reached through separate distribution channels?

Do they require different types of relationships?

Do they have substantially different profitabilities?

Are they willing to pay for different aspects of the offer?



Who are the Brown's customer segments?

Exercise



Brainstorm before trying to complete the worksheet



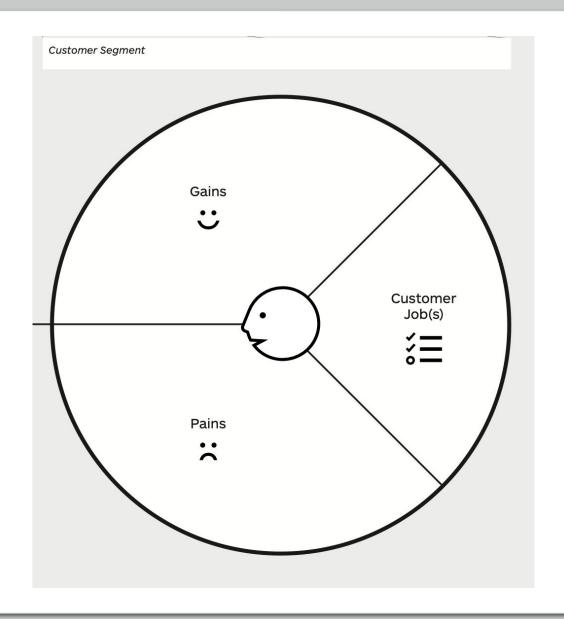
Success doesn't come from understanding the customer. It comes from a deep understanding of the job the customer is trying to get done.

- Clayton Christensen

Key Insight

Customers are people or companies that have "jobs" to do.

They "hire" people – and products or services – to do those jobs.



Customer Jobs

Jobs describe the things your customers are trying to get done in their work or their life.

•A customer job could be:

- the tasks they are trying to perform or complete,
- the problems they are trying to solve, or
- the needs they are trying to satisfy.

Jobs to be Done - Types

Functional Jobs

 Complete a specific task or solve a specific problem

Social Jobs

- Look good or gain power or status.
- These jobs
 describe how
 customers want to
 be seen by others

Personal/emotional Jobs

 Customers seek a specific emotional state, such as feeling good or secure



What jobs do the Brown's customers have to do?

* Use the Trigger Questions*

Exercise



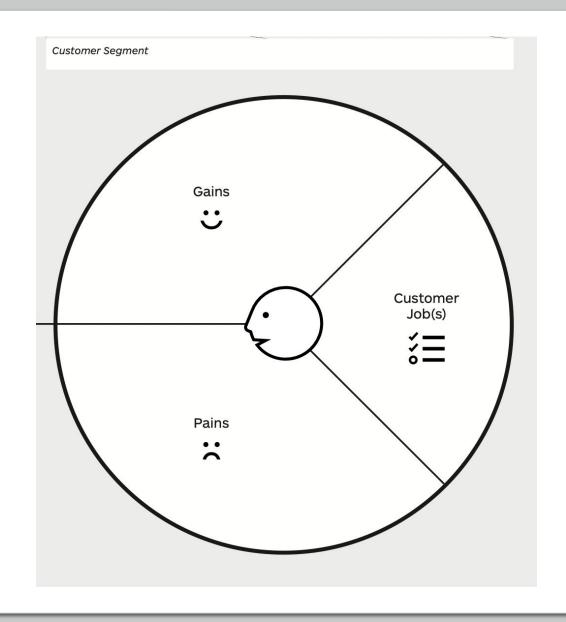
Brainstorm before trying to complete the worksheet



Customer Pains

Negative emotions, undesired costs and situations, and risks [the] customer experiences or could experience before, during, and after getting the job done (or simply prevents them entirely).

- Obstacles
- Risks
- Undesired outcomes





What pains do the Brown's customers have?

* Use the Trigger Questions*

Exercise



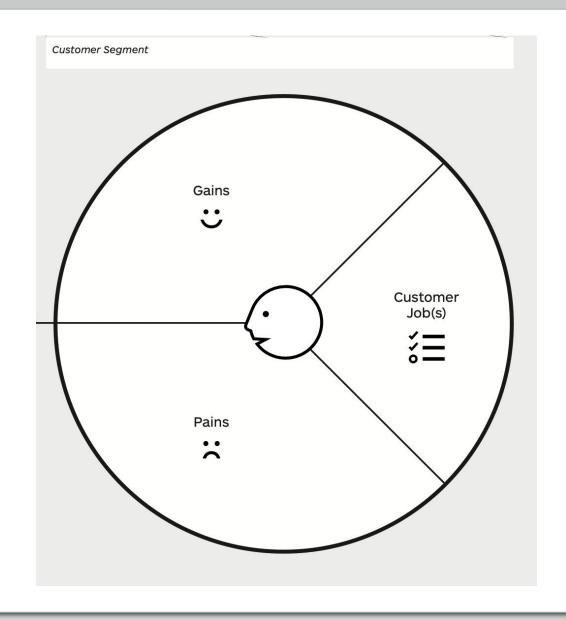
Brainstorm before trying to complete the worksheet



Customer Gains

Gains describe the outcomes and benefits your customers <u>WANT</u>. Some gains are required, expected or desired by customers, and some would surprise them.

- Required Gains
- Expected Gains
- Desired Gains
- Unexpected Gains





What gains do the Brown's customers have?

Use the Trigger Questions

Exercise



Brainstorm before trying to complete the worksheet

