

Customer Vignettes & Market Sizing Revisited

REVIEW – Customer Development – “Beta” Customers

- Who initially comes to mind?
 - Initial reaction to product/service
 - Availability
 - Interest (“what’s in it for me?”)
 - Brain dump
- Referrals?
 - Build on initial beta customers’ reactions

REVIEW – Customer Development – Brainstorming & Testing

- **Brainstorming**
 - Use of product/service
 - Lifestyle habits
 - Spending habits
- **Testing**
 - As you identify specific usage/lifestyle/spending combinations, test them to see what happens