**Segment Definition Builder: Consumer**

*Much like when you search for a car or hotel online, defining a customer segment involves applying a number of “filters” to create a detailed profile of your hypothetical customer. On the form below, enter all filters that apply to your customer segment hypothesis. After providing the applicable filters, write a short description of your customer using the most important filter descriptions.*

| **Demographics** | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Age |  |  |
| Sex |  |  |
| Marital Status |  |  |
| Family Life Cycle |  |  |
| Income |  |  |
| Occupation |  |  |
| Education |  |  |
| Race |  |  |
| Geography:  (region, country, climate, urban, rural) |  |  |

| **Psychographics**  What else defines the customer? | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Social Class |  |  |
| Lifestyle  (Active, strait-laced, edgey) |  |  |
| Personality  (Ambitious, gregarious, status conscious, etc.) |  |  |

| **Behavioral**  How, when or why does the customer use your product**?** | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Use Occasion  (Everyday, special occasion) |  |  |
| Key Desired Benefit  (Quality, service, price) |  |  |
| Influences, Info sources  (Social Media, Celebrities, News) |  |  |
| Other |  |  |

| **Segment Definition**  Now write a short definition of your segment using the filters you filled in. Remember, just the most important! |
| --- |
| Definition: |

**Segment Definition Builder: Business to Business**

*Additional items that are important when defining a B-2-B customer. First, remember that they are human beings, so we need to define anything about them personally that might be important. So use the Consumer form for that. Here, describe their firm and industry.*

| **Customer Profile**  Your customer within the organization. | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Job Title or Function  (who is most impacted) |  |  |
| Other  (anything else important?) |  |  |

| **Location**  Where will you target first? | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Geography |  |  |
| Language |  |  |

| **Business Demographics** | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Industry |  |  |
| Size by staff/outlets |  |  |
| Size by revenue/profit |  |  |
| Corp Structure  (Public, private, non-for-profit, government) |  |  |

| **Culture/Goals** | | |
| --- | --- | --- |
| **Category** | **Filter** | **Notes** |
| Personality  (Leader, environmentally conscious, profit-driven) |  |  |
| Organizational Goal  (Aggressive growth, cost management, brand conscious) |  |  |
| Influences, Info sources  (News, Stock Market, Board of Directors) |  |  |

| **Segment Definition**  Now write a short definition of your segment using the filters you filled in. Remember, just the most important! |
| --- |
| Definition: |