

## Identifying Target Customers and Tailoring Goals

<b>Objective Setup</b>	<ul style="list-style-type: none"> <li>• <b>Define the Objective:</b> What specific customer-related goal does this project aim to achieve? (e.g., increase customer retention, enhance product fit)</li> </ul>
<b>Customer Research Components</b>	<ul style="list-style-type: none"> <li>• <b>Methodology:</b> Select and describe the research methods to be used (surveys, interviews, focus groups, data analytics).</li> <li>• <b>Target Demographics:</b> Define the key demographics of the target customer group (age, location, interests).</li> <li>• <b>Behavioral Insights:</b> What behavioral data is necessary? (purchase history, website navigation patterns)</li> </ul>
<b>Competitive Analysis</b>	<ul style="list-style-type: none"> <li>• <b>Competitors to Analyze:</b> List key competitors and aspects of their offering to study (pricing, features, customer service).</li> <li>• <b>Data Collection Methods:</b> How will information be gathered? (market reports, customer reviews, social media analysis)</li> </ul>
<b>Persona Development</b>	<ul style="list-style-type: none"> <li>• <b>Persona Outline:</b> Create detailed customer personas including motivations, challenges, and decision-making processes.</li> <li>• <b>Use Cases:</b> How will these personas be used to influence product development or marketing?</li> </ul>
<b>Goal Tailoring</b>	<ul style="list-style-type: none"> <li>• <b>Strategy Development:</b> Based on insights, outline strategies for product or service modification.</li> <li>• <b>Implementation Timeline:</b> Provide a timeline for implementing these strategies.</li> </ul>
<b>Metrics for Success</b>	<ul style="list-style-type: none"> <li>• <b>Key Performance Indicators:</b> Define measurable outcomes to evaluate the success of tailored strategies (conversion rates, customer feedback scores).</li> </ul>

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