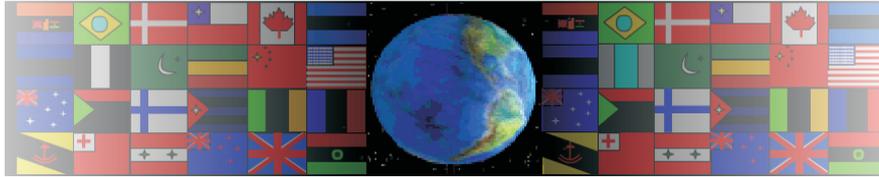


CUSTOMER PROFILE - EXERCISES

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

The 'Customer Profile Exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet .

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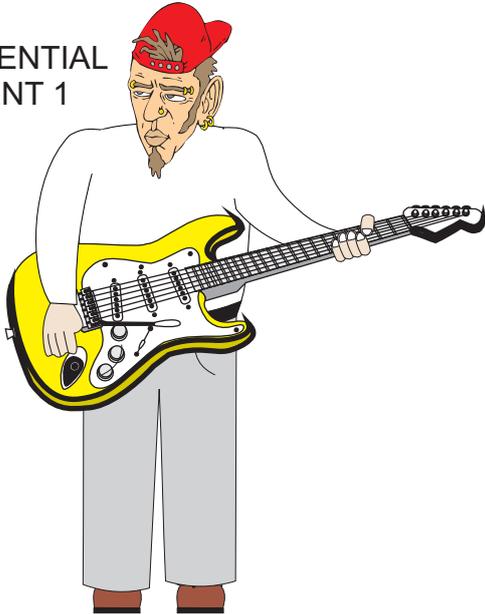
DEVELOPING A CUSTOMER PROFILE

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EXERCISE 1

A specialist company designing and manufacturing electric guitars is putting together a customer profile. One of the questions they need to answer is based on the age group and target market of potential customers. Look at the two people shown below. In your opinion which one is the real potential customer?

POTENTIAL CLIENT 1



AGE: 32

OCCUPATION: Professional Guitarist.

INCOME: \$50,000 per year.

LOCATION: Private dwelling.

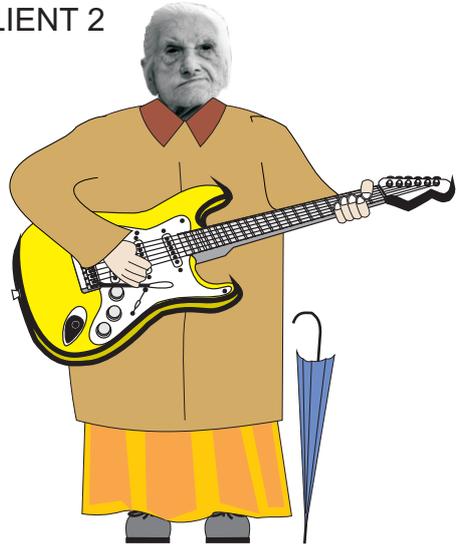
HOBBY: Music of all types.

MEDIA: Reads Music magazines, Newspapers and watches MTV constantly.

LIKES: Playing in a group.

DISLIKES: News programmes on TV.

POTENTIAL CLIENT 2



AGE: 83

OCCUPATION: Pensioner.

INCOME: \$10,000 per year.

LOCATION: Old Age Pensioners Home.

HOBBY: Crochet and Sewing .

MEDIA: Reads 'Country Life Magazine', Watches soap operas.

LIKES: Gossiping and Attending Church.

DISLIKES: Younger people and non-church goers.

Who is likely to be interested in purchasing a new, specialist electric guitar?

Why is your selected person more likely to buy the guitar ?

Is it worth the cost, time and effort marketing the new guitar to the other person ? Explain your answer.

EXERCISE 2

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The mobile phone shown below has a vast range of functions including: voice recorder, data storage, text messaging, internet connection, media player (music and video), blue tooth, FM radio, wordprocessor, spreadsheet function and many more.

Create a customer profile that outlines the type of person you think is likely to purchase this type of mobile phone. For each point of your profile write a brief explanation.



ANSWER

EXPLANATION

AGE: _____

OCCUPATION: _____

INCOME: _____

LOCATION: _____

HOBBY: _____

MEDIA: _____

LIKES: _____

DISLIKES: _____

Do you think your customer profile is accurate?

YES NO