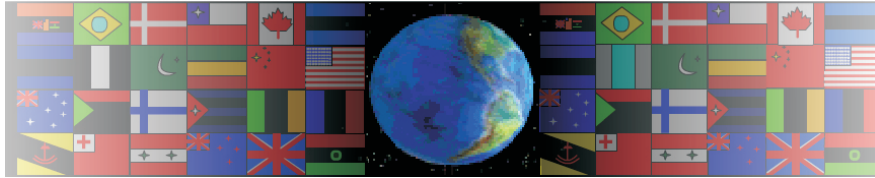


CUSTOMER PROFILE - QUESTIONNAIRE

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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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CUSTOMER PROFILE QUESTIONNAIRE

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1. Describe the type of person who could be your typical customer (or will be your typical customer).
2. What is the age range of potential customers?
3. Are potential customers likely to be male or female or does gender matter?
4. What is the geographical location of potential customers? Where are they likely to live?
5. What are the most likely occupations of potential customers?
6. What are the general likes /dislikes of potential customers?
7. What does a typical customer want from the product you design and manufacture?
8. What makes your product more suitable to potential customers than that of your competitors?
9. What are the most common design requirements shared by your potential customers?
10. What factors are your potential customers likely to consider before purchasing your product?
11. What do your customers value from your company, products or services?
12. How will potential customer find out about the product you are selling?
13. What have previous customers said about your company / product?
14. Does the cost of your product influence a customers decision to buy from you?
15. List all the ways in which contact can be made with your potential customers. Place a tick alongside any on the list below that applies to your product and list others.

Sales Team
Website / Blogs
Point of Sale
Surveys
Communications
Distribution Department
Research & Development
Marketing Literature - through the post.
Direct Mail
Exhibitions
Advertising - TV, Radio, Internet,
Magazines, Newspapers, Billboards
etc....

OTHERS: _____

CUSTOMER PROFILE SHEET

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Below is the customer profile for the product I am designing. The profile will help me develop my designs and target my advertising and marketing.

1. Describe the type of person who could be your typical customer (or will be your typical customer). _____

2. What is the age range of potential customers? _____

3. Are potential customers likely to be male or female or does gender matter? _____

4. What is the geographical location of potential customers? Where are they likely to live? _____

5. What are the most likely occupations of potential customers?

6. What are the general likes /dislikes of potential customers? _____

7. What does a typical customer want from the product you design and manufacture? _____

8. What makes your product more suitable to potential customers than that of your competitors? _____

9. What are the most common design requirements shared by your potential customers? _____

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11. What do your customers value from your company, products or services? _____

12. How will potential customer find out about the product you are selling? _____

13. What have previous customers said about your company / product?

14. Does the cost of your product influence a customers decision to buy from you?

15. List all the ways in which contact can be made with your potential customers. Place a tick alongside any on the list below that applies to your product and list others. _____
