

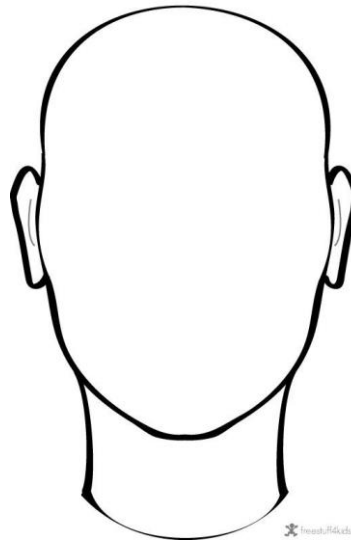
# WHO WILL BUY IT?

To help you create a successful product or service and brand, survey and question your target customer to find out more about them.

## WANTS

## NEEDS

## MY CUSTOMER



## BUYING HABITS

Where do they normally buy and how often?  
Any brand loyalties?

## GEOGRAPHICS

Where your customer lives?  
e.g. city, town, rural...

## LIFE STYLE

Hobbies, interests, personality,  
beliefs, motivators...