

Who your customer is

1. Create a target audience:

Complete the questions below to understand who your potential customers are and how you can help them.

1. Age range:
2. Gender:
3. Location:
4. Interests:
5. Relationship status:
6. Children (Y/N):
7. What do they need:
8. Where do they look for answers:
9. Where do they spend time:
 - Top influencers:
 - Other interests:
 - Pages of local locations:
 - ...
10. Similar brands/products they may use:

2. Product comparison:

In what areas your product/service will be better than your competitors in the market right now?

1. Product/Service Description:
2. Disadvantages of existing products in the market:
3. Advantages of existing products in the market:
4. What are the main advantages of your product:
5. Pricing comparison:
6. Delivery comparison:
7. Quality comparison: