IGNITE Your Business: Customer Needs Map

Unlock your potential with this Customer Needs Map, designed for Australian entrepreneurs, small business owners, and ambitious beginners to pinpoint customer pain points and drive innovation. Use insights from IGNITE: INSIGHT – Uncovering Market Opportunities (Chapter 2) to identify needs, propose solutions, and plan actions. Download Customer Need Map at phillipmatthew.com/resources.

1. **Email** *

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2. **Customer Segment** *

    - Prompt: Identify one specific customer segment for your research. Example: Busy professionals in Sydney or Regional families in Perth.
    - Be clear and specific.
    - Example: Young professionals in Brisbane seeking flexible fitness solutions.
    - Purpose: Focuses the user on a specific audience, aligning with UYP Formula's customer alignment step.
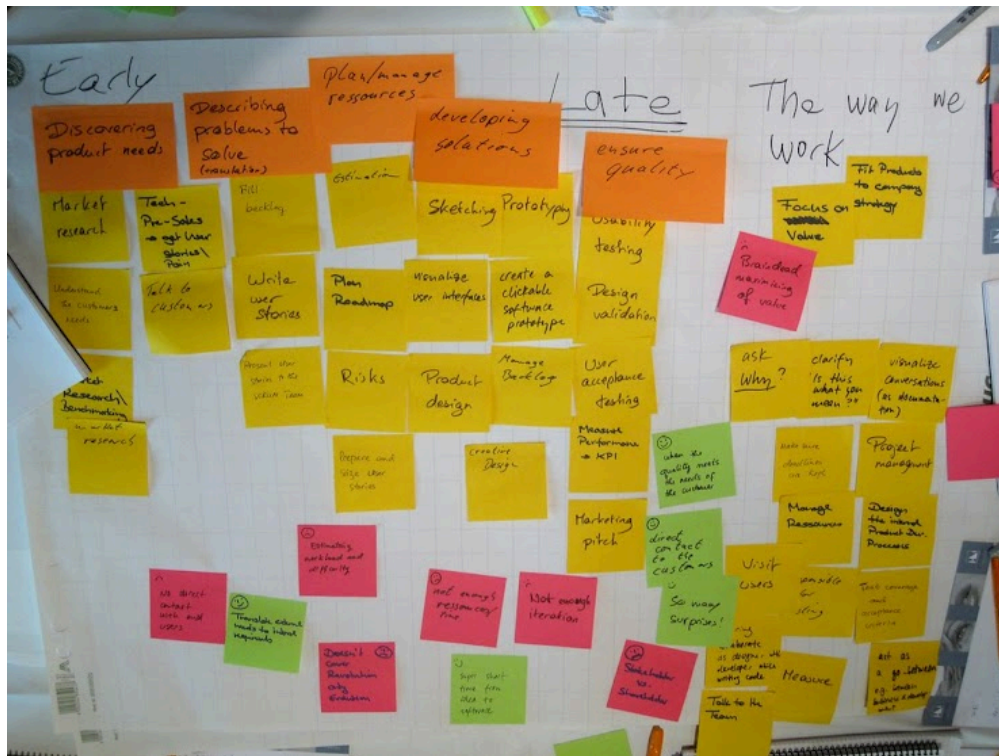

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3. Pain Points 1 *

- Prompt: List 2–3 key pain points for this segment, based on your Chapter 1 Market Research Planner or new interviews. Example: Lack of flexible workout times
- What frustrates them?
- Example: No time for in-person gym sessions.
- Purpose: Captures customer frustrations, building on Chapter 2's empathy interviews.

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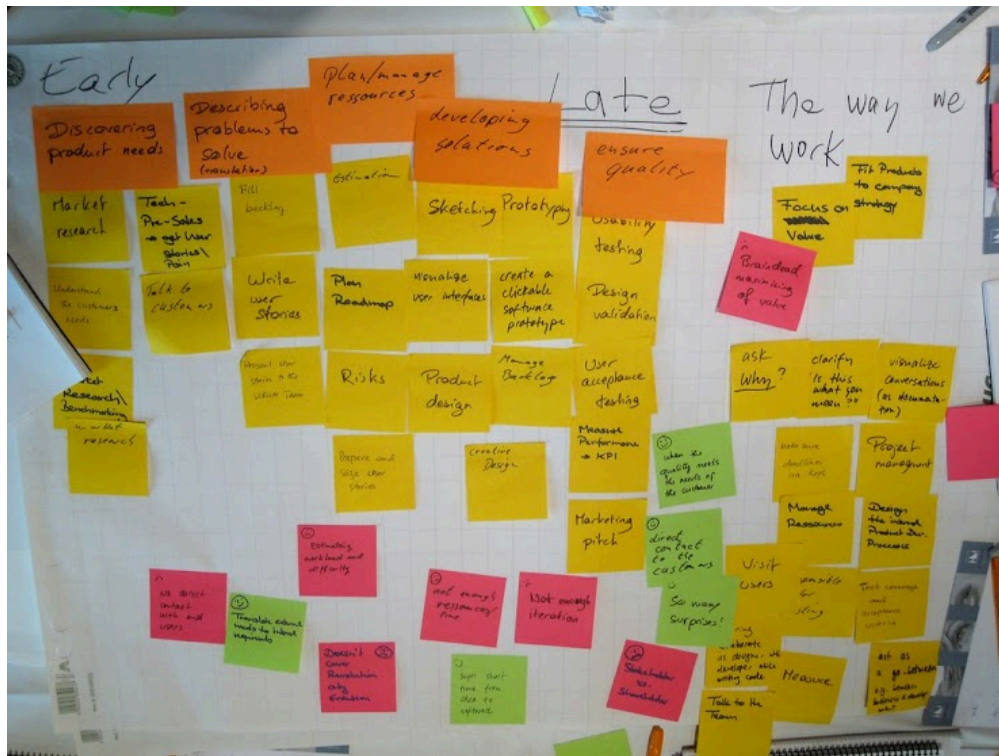
4. Pain Point 2 *

- Prompt: List 2–3 key pain points for this segment, based on your Chapter 1 Market Research Planner or new interviews. Example: Lack of flexible workout times
- What frustrates them?
- Example: Limited affordable.
- Purpose: Captures customer frustrations, building on Chapter 2's empathy interviews.

5. Pain Point 3 *

- Prompt: List 2–3 key pain points for this segment, based on your Chapter 1 Market Research Planner or new interviews. Example: Lack of flexible workout times
- What frustrates them?
- Example: High-quality options.
- Purpose: Captures customer frustrations, building on Chapter 2's empathy interviews.
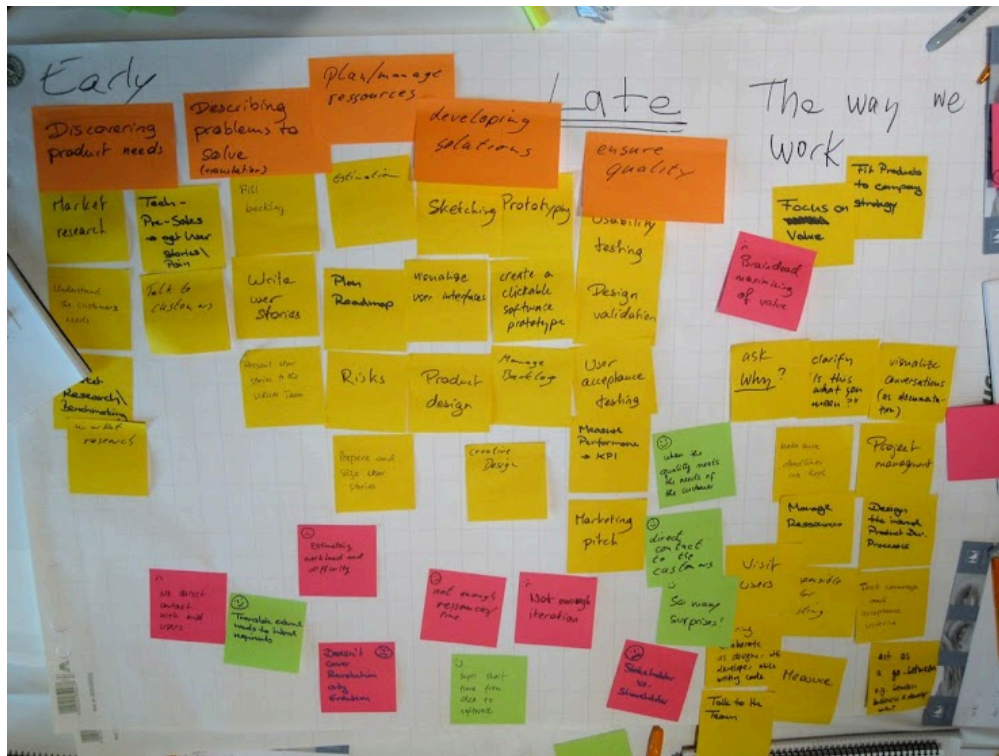
6. Desired Solutions 1 *

- Prompt: List 2–3 solutions your customers want to address these pain points. Example: On-demand virtual classes.
- What would improve their experience?
- Example: App-based workout plans for flexibility.
- Purpose: Encourages solution-oriented thinking, tied to the Law of Attraction.

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7. Desired Solutions 2 *

- Prompt: List 2–3 solutions your customers want to address these pain points. Example: On-demand virtual classes.
- What would improve their experience?
- Example: Affordable subscription for virtual classes.
- Purpose: Encourages solution-oriented thinking, tied to the Law of Attraction.

8. Priority Actions 1 *

- Prompt: List 2–3 actionable steps to address these needs. Example: Develop app-based workout plans.
- Ensure steps are specific and feasible Example: Partner with a fitness app developer.
- Purpose: Translates insights into action, aligning with the UYP Formula's strategic execution and Law of Action.

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9. Priority Actions 2 *

- Prompt: List 2–3 actionable steps to address these needs. Example: Develop app-based workout plans.
- Ensure steps are specific and feasible Example: Test virtual classes with a focus group.
- Purpose: Translates insights into action, aligning with the UYP Formula's strategic execution and Law of Action.

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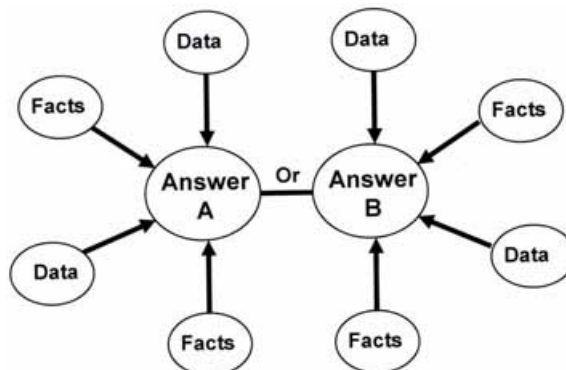
10. Priority Actions 3 *

- Prompt: List 2–3 actionable steps to address these needs. Example: Develop app-based workout plans.
- Ensure steps are specific and feasible Example: Launch a pilot subscription plan.
- Purpose: Translates insights into action, aligning with the UYP Formula's strategic execution and Law of Action.

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11. Data Validation *

- Prompt: Validate your findings with data. (Roy Morgan, ABS, Google Trends).
- List sources and key insights. Example: Roy Morgan shows 60% of professionals prioritize convenience /Google Trends: Rising searches for virtual fitness /Brisbane. Roy Morgan: 60% of professionals value convenience.
- Purpose: Ensures findings are evidence-based, reinforcing data-driven decisions.

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Example: January 7, 2019