**Appendix 0.2 - ACTIVITY 1 (1 hour)**

**Preparing a customer segment for an empathy map**

1. Define at least one segment of your customers.

Answer the questions:

• who are,

• what do they expect?

• what causes them to be interested in this and not another product?

• How old are they,

• what education they have,

• where they live, what they do professionally,

• what their income is,

• what is their lifestyle,

• at what stage of family life are they?

Use statistical data to verify assumptions about your customer segment.

Use:

• Statistical Office yearbooks,

• Reports of labor market monitoring institutions,

• Industry press,

Also use other sources of information to identify and verify assumptions about the customer segment.

PRESENT AN EXAMPLE OF CUSTOMER SEGMENT DEVELOPED