

WORKSHEET 2

Finding & Understanding Customers

Your first customer profiles are guesses. That's fine. Write them down so you can test them.

Customer Profiles v1 - Your Best Guess

Describe 2-4 distinct customer archetypes. Give each a memorable name. Be specific about experience level, frequency, and intent.

CUSTOMER PROFILE 1

NAME & ARCHETYPE

Give them a memorable name. e.g., "The Weekend Experimenter"

EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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DESCRIPTION

Who are they? What drives them? What does their day look like?

HOW DO THEY CURRENTLY SOLVE THIS PROBLEM?

WHAT WOULD MAKE THEM PAY?

CUSTOMER PROFILE 2

NAME & ARCHETYPE

Give them a memorable name. e.g., "The Weekend Experimenter"

EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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DESCRIPTION

Who are they? What drives them? What does their day look like?

HOW DO THEY CURRENTLY SOLVE THIS PROBLEM?

WHAT WOULD MAKE THEM PAY?

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CUSTOMER PROFILE 3

NAME & ARCHETYPE

Give them a memorable name. e.g., "The Weekend Experimenter"

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EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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DESCRIPTION

Who are they? What drives them? What does their day look like?

HOW DO THEY CURRENTLY SOLVE THIS PROBLEM?

WHAT WOULD MAKE THEM PAY?

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CUSTOMER PROFILE 4

NAME & ARCHETYPE

Give them a memorable name. e.g., "The Weekend Experimenter"

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EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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DESCRIPTION

Who are they? What drives them? What does their day look like?

HOW DO THEY CURRENTLY SOLVE THIS PROBLEM?

WHAT WOULD MAKE THEM PAY?

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Customer Profiles v2 - After Research

Revisit each profile after community research and early conversations. What changed? What questions remain?

REFINED PROFILE 1

EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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WHAT CHANGED FROM V1?

What did research reveal that your initial guess missed?

KEY RESEARCH QUESTIONS FOR THIS CUSTOMER

What do you still need to validate about this person?

- 1.
- 2.
- 3.
- 4.

REFINED PROFILE 2

EXPERIENCE LEVEL

FREQUENCY OF USE

PRIMARY INTENT

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WHAT CHANGED FROM V1?

What did research reveal that your initial guess missed?

KEY RESEARCH QUESTIONS FOR THIS CUSTOMER

What do you still need to validate about this person?

- 1.
- 2.
- 3.
- 4.

REFINED PROFILE 3

EXPERIENCE LEVEL	FREQUENCY OF USE	PRIMARY INTENT

WHAT CHANGED FROM V1?

What did research reveal that your initial guess missed?

KEY RESEARCH QUESTIONS FOR THIS CUSTOMER

What do you still need to validate about this person?

- 1.
- 2.
- 3.
- 4.

REFINED PROFILE 4

EXPERIENCE LEVEL	FREQUENCY OF USE	PRIMARY INTENT

WHAT CHANGED FROM V1?

What did research reveal that your initial guess missed?

KEY RESEARCH QUESTIONS FOR THIS CUSTOMER

What do you still need to validate about this person?

- 1.
- 2.
- 3.
- 4.

Community Mapping

Where do your customers gather? These are where you'll learn, validate, and eventually find your first users.

Reddit

Community / Account	Size (est.)	Activity Level	Relevant Topics

Facebook Groups

Community / Account	Size (est.)	Activity Level	Relevant Topics

TikTok / YouTube

Community / Account	Size (est.)	Activity Level	Relevant Topics

Forums / Blogs

Community / Account	Size (est.)	Activity Level	Relevant Topics

Discord / Slack

Community / Account	Size (est.)	Activity Level	Relevant Topics

In-Person

Community / Account	Size (est.)	Activity Level	Relevant Topics

WHICH COMMUNITIES ARE THE BEST FIT FOR LEARNING?

Where are the most engaged, knowledgeable people? Where will you get honest signal?

HOW WILL YOU PARTICIPATE AUTHENTICALLY?

Community trust is earned. What value will you provide before you ever mention your app?