



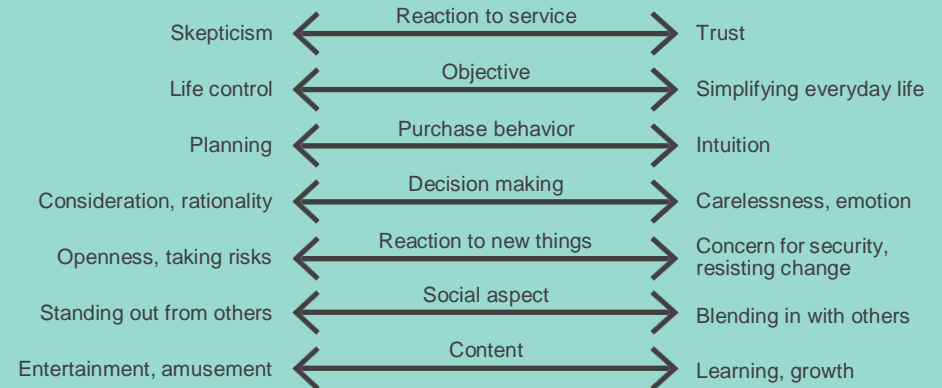
# 3A

# The different behavior models of customers

## Tips for identifying different customer profiles

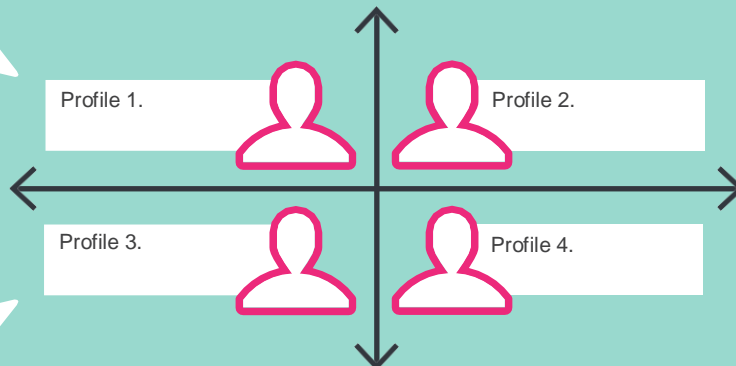
1. First think about your typical customer. Try to figure out their behavior by using the opposites aside and placing an X on the lines between them. Come up with additional opposites regarding customer behavior if necessary.
2. Usually, this "basic customer" is also orbited by different kinds of customers with different characteristics. Write down their key differences as the axles of the chart below.
3. Try to perceive your other customers through the opposites. Give all the customer profiles a name that describes their typical behavior.
4. Think of a characteristic phrase that the customer might use to recommend your service.
5. Try to look at your service through the eyes of the profiles you've come up with and evaluate whether you've taken their different needs into account.

## Behavioral differences and opposites



How would the customer recommend the service in their own words?

Objective/behavior A. *E.g., life control*



Objective/behavior B. *E.g., consideration*

Objective/behavior B. *E.g., carelessness*

Objective/behavior A. *E.g., simplifying everyday life*