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.

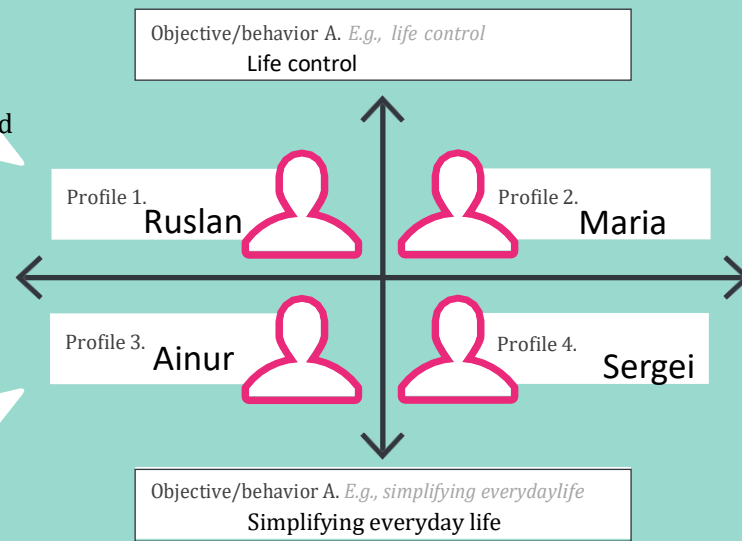### Behavioral differences and opposites

	Reaction to service	
Skepticism	← →	Trust
Life control	Objective Purchase	Simplifying everyday life
Planning	behaviorDecision	Intuition
Consideration, rationality	making	Carelessness, emotion
Openness, taking risks	Reaction to new things	Concern for security, resisting change
Standing out from others	Social aspect	Blending in with others
Entertainment, amusement	Content	Learning, growth

How would the customer recommend the service in their own words?
- On time, qualified services
- Comfortable chamber with developed infrastructure (TV, Wi-fi, ect.)
- Additional paid services

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

- Treatment helps
- Delicious food
- Clean and comfort in chamber
- Patients for communication

Profile 1. **Ruslan**

Profile 2. **Maria**

Objective/behavior B. *E.g., consideration*
Openness, taking risk

Objective/behavior B. *E.g., carelessness*
Concern for security, resisting change

Profile 3. **Ainur**

Profile 4. **Sergei**

- Clean rooms, qualified care and treatment
- Ready for the changes in treatment and care
- likes silence

- Everything planned by medical specialists
- Follow the rules
- Ask additional questions concerning the treatment

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