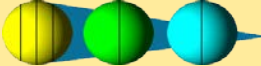


Date: _____	Project: _____	<h2 style="margin: 0;">ACEumption Matrix - Customer</h2>	
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Customer Centric			
Customer Segment ID	Problem	Solution	Value Proposition
Customer Profile/ Demo	Customer/Problem Environment	Information Source	Compelling Benefit
Probable Market Size	Revenue Model	Pricing Strategy	Minimum Viable Product - features
Awareness Channel	Sales Channel	Competitive Edge	Slogan/Best Marketing Message

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Field Explanations	
<b>Customer Segment ID:</b>	This is the name of the typical customer you are analyzing on this form
<b>Problem:</b>	This is the description of the problem (pain relief or gain creation) you think the customer has.
<b>Solution:</b>	This is the description of the method by which your product solves the problem.
<b>Value Proposition:</b>	How does your product create a perceived benefit that exceeds the perceived cost? What's the best marketing message?
<b>Customer Profile/Demographics:</b>	Age, occupation, sex, socio-economic status, etc.
<b>Customer/Problem Environment:</b>	What is the customer doing when they need the solution? What influences their urgency and decision?
<b>Information Source:</b>	Where do they get information about or actively look for a solution?
<b>Compelling Benefit:</b>	Why should your typical target customer find your solution compelling enough to trigger the buying decision?
<b>Probable Market Size:</b>	Use the urgency test to reduce your total market to you most likely buyers, the Probable Market.
<b>Revenue Model:</b>	What are your assumptions about appropriate revenue model, asset sale, per use, subscription, license, etc.
<b>Pricing Strategy:</b>	How will you price the product given the revenue model? At what point does perceived benefit sufficiently exceed perceived cost?
<b>Minimum Viable Product:</b>	Which features get the most positive feedback from customers? Which don't? Basic, most impactful feature list.
<b>Awareness Channel:</b>	What's the best way you've found to get the word out?
<b>Sales Channel:</b>	What's the best way to induce a transaction, direct sales, distributors, etc.?
<b>Competitive Edge:</b>	Why does your product offer a better solution than competitors? How does perceived value exceed theirs?
<b>Slogan/Best Marketing Message:</b>	After all testing, which message induces an actionable result, whether feedback or sales?