



# 1.1 QUESTIONS

FROM ARTICLE: [10 STEPS TO BETTER UNDERSTAND CUSTOMER'S NEEDS](#)



## CUSTOMER EXPERIENCE

- How happy were you overall with the experience with our product/service?
- How does our product or service assist you in achieving your goals and expectations?
- How likely are you to recommend our products to others in your network about our product or service?
- Did you find it simple to use or navigate our product/service?
- Do our business, products, or services generally meet your expectations?
- Was it simple and convenient to place an order or make a purchase?

## CUSTOMER SERVICE

- Were your problems quickly and adequately resolved by our customer support team?
- What do you think about our customer service staff? How friendly were they with solving your problems?
- What is your level of satisfaction with the quality of customer service you got?
- How probable is it that you will get in touch with our customer service department once again?
- How professional do you think our customer service team is?
- Did you feel appreciated as a customer by our customer service staff?

## PRODUCT QUALITY

- What rating would you give to our product or service's quality?
- How often do you use our product or service?
- Did our offering deliver value for the money you paid?
- What did you like the most or least about our product or service?
- Would you like any adjustments or upgrades to our product or services?
- Would you like us to provide any other features or services?

## MORE IDEAS

- Any additional feedback for enhancing our business, product, or service is welcome.





# 2. CREATE BUYER PERSONAS

FROM ARTICLE: [10 STEPS TO BETTER UNDERSTAND CUSTOMER'S NEEDS](#)



## EXAMPLE:



**Homeowner  
Julia**

### Demographics:

- Age: 30-60 years old
- Gender: Female
- Income: \$40,000-\$85,000
- Location: Urban area
- Family: Married

### Goals and challenges:

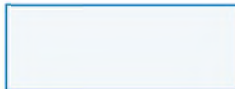
- Values quality and reliability in plumbing services
- Looks for cost-effective solutions that fit within her budget
- Don't have knowledge and experience with plumbing systems, and prefers to work with professionals who can explain issues and solutions in simple terms

### Motivations:

- Concerned about potential water damage and the impact of plumbing issues on her family's health and safety
- Values convenience and responsive customer service
- Wants to work with a plumbing company that she can trust and rely on for future needs

### Buying behavior:

- Searches online for plumbing services when issues arise
- Reads online reviews
- Asks for referrals from friends and family
- Contacts multiple plumbing companies to compare prices and services before making a decision



### Demographics:

- Age:
- Gender:
- Income:
- Location:
- Family:

### Goals and challenges:

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### Motivations:

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### Buying behavior:

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# 6. ANALYZE YOUR CUSTOMER WITH THE EMPATHY MAP

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