The customer segment is Americans who own cars made after 2005, and their problem is passive: They have a problem but aren't actively searching for a solution. Marketing would motivate them to act. With such a specific problem, these customers want a simple, practical solution, not defined by car brand or income, but by daily frustration.

Their demographics are as follows: 25-55 years old with variable, often busy or labor-intensive, occupations (e.g. tradesmen, parents, professionals who travel frequently). They are middle to upper-middle class ($50,000+) with disposable income for convenience purchases. They primarily live and park in suburban or urban areas near parking lots, homes, or garages. In terms of psychographics, this customer segment values convenience, efficiency, and problem-solving. They are annoyed by daily preventable problems and appreciate easy-to-ease products. These customers are busy, often multitask, and view cars as tools. Their keys are likely carried in pockets, bags, or purses.

Attitude-wise, an accidentally triggered car alarm is a source of frustration, embarrassment, or anxiety for customers that appreciate well-made, practical products. Behaviorally, they have likely tried to solve the "accidental press" problem on their own, maybe by using a separate key ring, taking the battery out (I've done this), or trying a bulky case. They are likely online shoppers who will look actively for a specific solution for their problem. They might search for phrases like "car alarm goes off in my pocket," "how to stop car alarm," or "key fob button cover." They are not loyal to any specific brand but are motivated to buy a product that solves their problem. A positive review from a previous customer will be important to their purchase decision.

Customer Type Analysis

Day-to-day users are people who actually use the product every day. Influencers can sway the Day-to-day users. They can be individuals, commercials, billboards, ads, etc. They're going to be the ones that say, "Hey, you have a problem. Fix it with this!" The Day-to-day user is also the Economic Buyer and the Decision Maker, or people purchasing the product for them.

Customer Archetype

Demographics: Jack is a 43-year-old married male who lives in a house in Virginia Beach and makes $60,000 a year supervising state-wide archaeological digs. A frequent traveler, he always carries his keys. This leads to problems with accidental button presses when he crouches, bends, or bumps into the side of an excavation unit. As a busy supervisor, he values convenience and ease of use. The button presses are a huge annoyance for him, and he wants an easy solution. Once he has all the available information, he makes decisions quickly. He's just going about his day, trying to make life painless and stress-free.

Jack's Pain Points and Frustrations are that he accidentally hits the panic button on his keys. It's frustrating, especially now, with the proliferation of these panic-keyed fobs. If a car alarm goes off, people scramble to check their cars. A cover would eliminate the possibility of this happening to Jack. He mostly gets his information from the internet, friends, and colleagues. He'll use the internet for research, evaluation (comparison), and to purchase solutions.

Jack wakes up, dresses, and accidentally steps on his key fob in his pants pocket from the day before, setting off the alarm and waking his wife. He drives to Henricus and bends down to examine a student's excavation unit. His alarm goes off, and he curses. The alarm goes off three more times that day before he gets home. As he sits down to dinner, he hits the fob again. Jack and his wife finish dinner, watch an episode of *The Expanse*, and go to bed. This segment represents the best opportunity because it's a fairly large size, with an easily defined and solvable solution. Also, if customers can afford to buy a $25k car, they can afford a dollar to keep from hitting the alarm. This also opens the possibility to sell branded products to dealers to give away with new cars.

Hypothesis Statement

I believe that Americans who own cars manufactured after 2005 will buy this product because hitting the fob is a very specific problem with no real comparable solution on the market today, and this will result in purchasing this one item to prevent hitting that fob. It's especially important for those of us who might be a little clumsy and/or have PTSD.

I could validate customer segment assumptions by making samples and handing them out, then contacting those people to see what they thought. I could look at social media (reddit, Facebook, etc.) for people talking about the same problem. Success is people using the device, or thinking it's a good idea. Customer validation could realistically be completed in two months.

Customer Interview Questions and Purpose

First question: Do you own a car built after 2005? To readily determine if they're a potential customer or not. If they don't own a car, it's unlikely they will purchase the product. Second question: How old are you? Age can be used broadly to get to a closer assumption about income. Third: How many times a year do you hit your fob accidentally? To see how big a problem it is in their lives. If someone hits it accidentally once a year, they're less likely to seek a solution than the guy that accidentally hits it once a week. Fourth: How much does hitting your fob bother you? If they don't care, they're not going to purchase a cover. Fifth: How much would you spend to prevent that from happening? Used to find an attractive price point for the consumer. These questions will help me quite a bit in a future interview-- They answer key questions: Can you use it (Do they need it.) Would you use it (Can I sell it to you.) How much would you expect to pay (Give me your money).

AI Collaboration Summary

Gemini informed my hypothesis statement and segmentation. I fed it last week's Market Opportunity Development paper, and it helped me develop a customer segment nearly identical to my original. I then told it to give me Archetypes, and it did a good job that's supported by my research. The demographic data was spot on for age and income. My initial assumption was 16-60 years old, with a bare minimum of 24k per year. It told me 16-55, and a comfortable 50k a year income. I'd say that's reliable. I used the AI suggestions to help build on some of the ideas from the class, which in turn informed my research.

References

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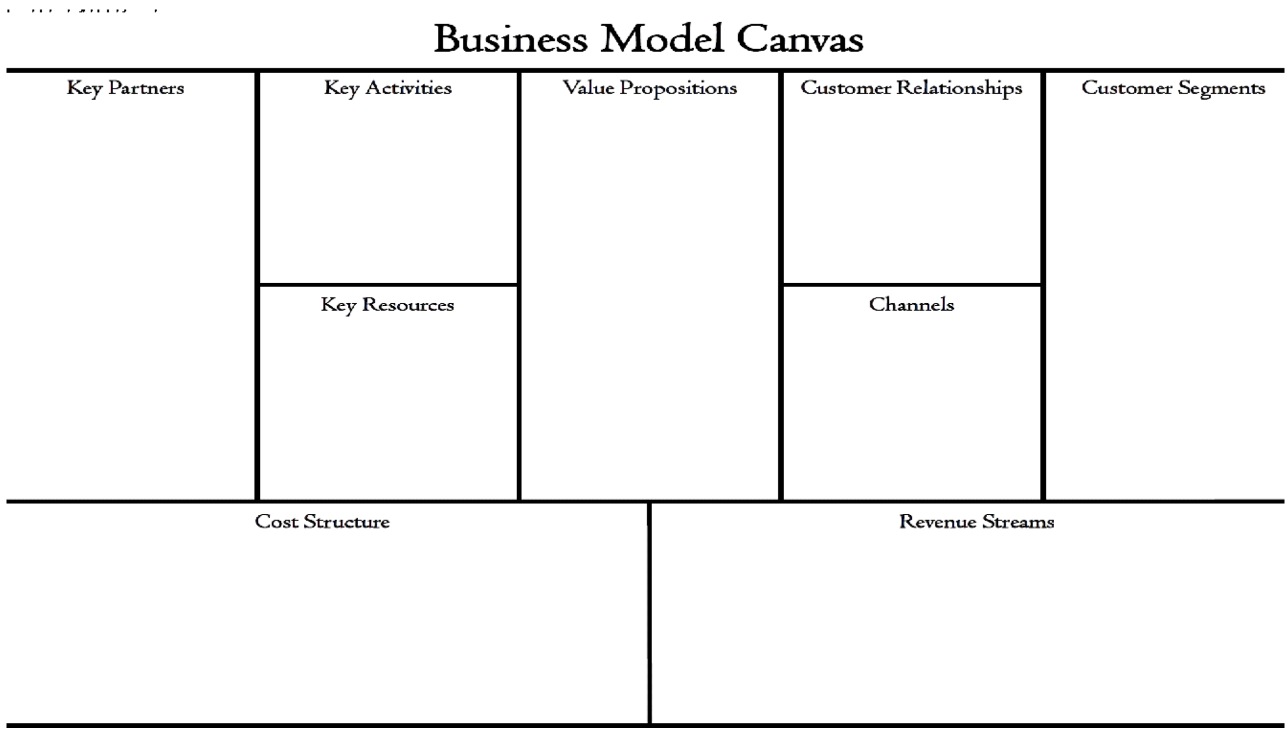
Business Model Canvas
Key Partners
Key Activities
Key Resources
Value Propositions
Customer Relationships
Channels
Customer Segments
Cost Structure
Revenue Streams