



WHAT IS A CUSTOMER PROFILE MATRIX?

A customer profile matrix helps you map out different combinations of characteristics important to your study. One advantage of using this tool is that it helps you get a 360° perspective of your issue. Instead of randomly selecting customers to visit (or visiting your favorites), a profile matrix helps ensure diversity among your interviewees.

As shown below, the key feature of a profile matrix is that it integrates traditional ways of thinking about who your customers are (left side of the matrix) with nontraditional categories (top of matrix).

Traditional segments help you identify people or groups that economically or operationally important to your organization. Nontraditional segments help you identify particular characteristics of the type of people within the traditional categories who may offer unique or insightful views on the subject. By looking for combinations of traditional and nontraditional characteristics, you will increase the chances of creating a 360° perspective.

		NONTRADITIONAL SEGMENTS				
		Lead Users	Satisfied Customers	Dissatisfied Customers	Former Customers	Customers We Never Had
TRADITIONAL SEGMENTS	Customers of Product Line A					
	Customers of Product Line B					
	Customers of Product Line C					
	Customers of Product Line D					