Template — *Competitive Product Analysis (Pt. 2 – Portrait)*

[Ex: Healthcare Provider] Customer Portrait

Usage Environment ⬌ **Desired Experience** ⬌ **Product Service Beliefs and Associations**

[Segment data such as:

- What type of clinical setting do they work in?
- What is their level of experience?

[Segment data such as:

- What specific product attributes are they looking for?
- What training do they need to provide to patients?

[Segment data such as:

- What are their beliefs about our product?
- What are their beliefs about competing products?

Purchase and Usage Behavior

[Segment data such as:

- How do they interact with patients?
- What sources of information do they rely on to stay informed?
- What brands (if any) do they trust and utilize?

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