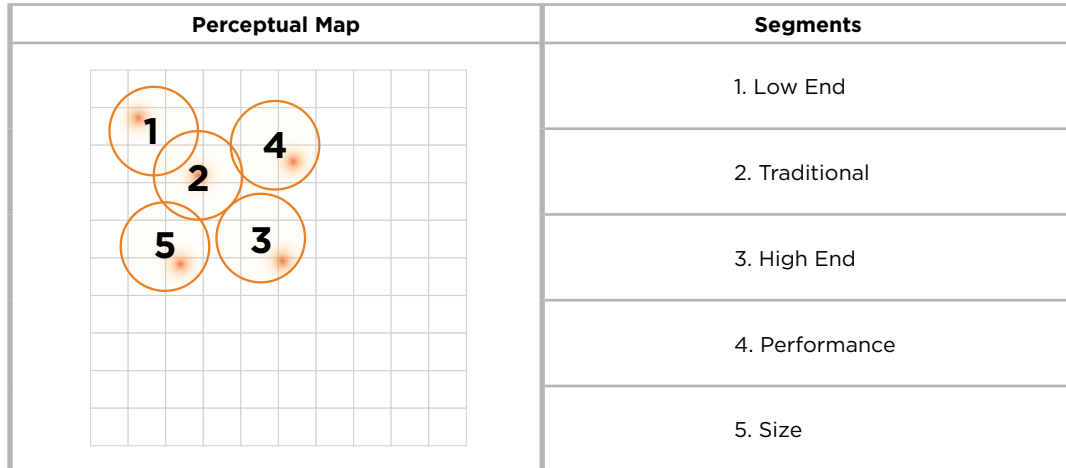


# Customer Segment Guide

Segments of Low Tech and High Tech customers are a reality in almost every real world industry you can imagine. Some customers are looking to buy the latest and greatest, and expect the newest technology to come with a heavier price tag - these are High Tech Customers. Others are budget-minded, and looking for a product that has been around a while that they can count on to get the job done - these are Low Tech customers.



## Low End

Criteria	Importance
Price	53%
Age	24%
Ideal Position	16%
MTBF	7%

If you are targeting Low End customers with your product, it is not necessary to make an update every year. Positioning is one of the least important features for Low End customers, and not updating your product each year will allow the product to age towards their preference (7 years). However, make sure you keep an eye on positioning because if the product drifts outside of the rough-cut segment circle, Low End customers will no longer purchase the product.

## Traditional

Criteria	Importance
Age	47%
Price	23%
Ideal Position	21%
MTBF	9%

If you are targeting Traditional customers with your product, like Low End, it is not necessary to make an update every year. Traditional customers prioritize age (2 years), therefore updating this product every other year will be beneficial when managing product design and customer expectations.

## High End

Criteria	Importance
Ideal Position	43%
Age	29%
MTBF	19%
Price	9%

If you are targeting High End customers with your product, it is a good idea to update it every year. This will keep your positioning on the cutting edge, and the product's age closer to 0 years - the two most important criteria for a High End customer. Keep an eye on the revision date when you make updates. Note: If your revision does not complete until next year, you will not be able to make updates next year.

## Performance

Criteria	Importance
MTBF	43%
Ideal Position	29%
Price	19%
Age	9%

If you are targeting Performance customers with your product, it is a good idea to update it every year. The second most important criteria for these customers are positioning, therefore the better design, the more likely demand will increase. Keep an eye on the revision date when you make updates. Note: If your revision does not complete until next year, you will not be able to make updates next year.

## Size

Criteria	Importance
Ideal Position	43%
Age	29%
MTBF	19%
Price	9%

If you are targeting Size customers with your product, it is a good idea to update it every year. This will keep your positioning competitive, and near the product's ideal age. Like High End, these are the two most important criteria for a Size customer. Keep an eye on the revision date when you make updates. Note: If your revision does not complete until next year, you will not be able to make updates next year.