What makes your brand appealing?

When to use it: After you have completed the worksheet **Why will people use this thing?** Keep that one to-hand when you go through this.

The benefit: Great customer experiences strongly reflect the customer's identity. This worksheet will help you align your brand with the customer's self-image. Try to bear in mind the rationales that customers will use to justify choosing your brand over another. You should have identified these in the worksheet **Why will people use this thing?**

You've got it right when: You understand your customer's self-image and how your product or service will reflect this. Use the column on the right to note any ideas you have about how you might put these answers into practice.

AUTHOR: _____ **DATE:** _____ **PROJECT:** _____

1. Think of the brand, product or service as an avatar for the customer. What should it say about them? What values or beliefs are they communicating?

2. Choosing your brand, product or service tells a story about the customer. Who does it tell that story to? Themselves? Their colleagues? Peers? Friends? Everyone?

3. Does the brand, product or service reflect membership of a particular social group or community?

4. To what extent does your intended customer want to emphasize their individuality?

5. Does the brand, product or service confer status on the customer?

Ideas

What next? Once you've completed this and you're happy with it, it's time to build up accurate profiles of your customers by looking at what they really want to achieve. Use the worksheet **What do your customers want to achieve?** to help you with this.

This worksheet accompanies the book The Ten Principles Behind Great Customer Experiences.
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