

Module 3 Assignment: Target Market Rescue + Buyer Behavior Fix

PURPOSE

In Module 3, you learned that "everyone" is not a target market, and that people don't choose purely rationally—they choose what feels **easy, safe, and low-friction** when they are stressed or busy. This assignment requires you to **pick a segment, choose a targeting approach, and redesign the message + first step** to reduce friction.

This assignment is designed to be **fun, fast, and low-writing**.

ASSIGNMENT REQUIREMENTS

Choose **ONE** scenario from the reading

Pick one of the following scenarios to base your work on:

1. **Smoothie shop that tried to please everyone** (Problem: too many options → confusion + slow line)
2. **Tutoring center with low usage** (Problem: emotional cost + uncertainty + friction)
3. **Campus gym drop-off** (Problem: intimidation + not knowing where to start)

SUBMISSION FORMAT (ONE PAGE OR ONE SLIDE)

Please use bullet points. No paragraphs are required.

Part A — Segment Builder (4 bullets total)

Create **two possible segments** using at least **two segmentation bases** (demographic, geographic, psychographic, behavioral). For each segment, include:

- **Segment name** (e.g., "Post-Gym Fuelers")
- **Who they are** (2–6 words description)
- **What they value most** (1 core benefit)
- **One reason** (why that benefit matters to them)

(2 segments × 4 bullets = 8 bullets total)

Part B — Choose your target + targeting approach (3 bullets)

1. Pick **ONE primary target** and explain briefly why it is the best "first target."

2. Choose a targeting approach from the list below:

- Undifferentiated
- Differentiated
- Concentrated/Niche

3. Provide a one-line justification (e.g., "We chose concentrated because...").

Part C — Buyer Behavior "Barrier Map" (5 bullets)

List **5 real barriers** your target segment experiences. Ensure that at least **2 are emotional/social** and at least **1 is friction/time**.

Examples from reading themes: embarrassment, uncertainty, intimidation, social risk, time friction.

Then add:

- **The real competitor:** Identify what feels easiest in the moment (e.g., YouTube, AI tools, avoidance, fast food).
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Part D — Message + First Step Fix (4 bullets + 1 sentence)

1. Write a **new headline** aimed at your target (8–12 words).
2. Write a **supporting line** that reduces emotional cost (e.g., "no judgment," "beginner-friendly").
3. Describe the **first step** you are making easier (e.g., walk-in hours, "book in 2 minutes," limited menu).
4. Add **one piece of social proof** (a believable statistic or quote-style line).
5. Finish with a **1-sentence value proposition**:

For (target), (offer) provides (benefit) because (reason to believe).

Submit in portal

GRADING RUBRIC (50 POINTS TOTAL)

Criteria	Points	Description
A) Segmentation Quality	12 pts	Two segments are distinct and use correct segmentation bases (demographic, geographic, psychographic, behavioral).
B) Target + Approach	10 pts	Clear primary target selected along with the correct targeting approach selection and a logical justification.

Criteria	Points	Description
C) Buyer Barriers + Competition	14 pts	Barriers include emotional/social factors plus friction/time factors; identifies a "real" competitor representing the easiest option.
D) Message + First Step	12 pts	Headline and support line fit the specific target; the "first step" fix directly reduces friction, uncertainty, or emotional cost.
E) Clarity + Format	2 pts	Submission uses bullet points, is organized, and is easy to read.