INSIGHTS STATEMENT TEMPLATE

A template to help entrepreneurs gain insights into why customers behave a certain way, using Tesla brand as an example.

....

The customer behavior we seek to explain:

Example: Target customers considering an electric car are shopping alternative brands and even hybrids rather than Tesla.

The insight that explains the behavior:

The behavior being examined because:

The target consumer values/feels/believes/is motivated by *the underlying attitudes/emotions/beliefs/motivations uncovered through empathic diagnosis:*

This is evidenced in *the supporting data/knowledge uncovered via data analysis.*

Example: *Prospective e-car buyers investigate many brands because they do not have a defined hierarchy of brand superiority in the product segment.*

This is evidenced by *search data / web traffic, showroom visits and shopping data, and qualitative data from focus groups in which potential buyers exhibit their brand confusion.*

Tesla's role in this behavior:

(what the brand has / hasn't done in the past that contributes to this behavior)

What does the insight indicate that Tesla should do in order to drive new or modified behaviors?

Your answer here.

What are the potential benefits of changing the targeted behaviors? What is the scale of the opportunity?

Your answer here.

What innovations or other new ideas came to mind during the insights generation process?

Your answer here.