PROFILER

B2C SERVICE

ICP QUESTION GUIDE

Close

DEMOGRAPHICS AND PERSONAL DATA

- What's your age group?
- What's your highest education level?
- What do you do for work?
- What's your gender?
- Are you married?
- Do you have children? What age groups are they in?
- What is your current financial status?
- Who in your family handles the finances?

MAJOR INFLUENCERS AND ONLINE BEHAVIOR

- Which social media platforms do you use every day?
- Which social media platforms do you use on a weekly basis?
- Where do you go for information to solve problems?
- How do you stay up-to-date with current laws or regulations?
- Where do you search for service providers?

HOPES AND GOALS

- What goals does your family have?

- Do you have any large upcoming expenses?
- How does using [your services] help your family reach their goals?

PAIN POINTS

- How many times have you come across a [type of issue related to your services] that you couldn't solve on your own in the last year?
- What's your family's biggest challenge when it comes to [type of service]?
- Before working with us, what was your family's biggest [type of service] challenge?
- Did you have a deadline to overcome that challenge?
- How has [your company] helped you overcome that challenge?

PRICE SENSITIVITY

- How much budget does your family have for [type of service]?
- At what price would you consider [type of service] to be so expensive that you would not consider buying it?
- At what price would you consider [type of service] to be so cheap that you doubt the quality?
- At what price would you consider [type of service] to be somewhat expensive, but still an option?
- At what price would you consider [type of service] to be a great deal?

DECISION FACTORS AND PURCHASE PROCESS

- Where did you first hear about us?
- Why did you decide to work with us?
- Did you use another [type of service] provider before working with us? If so, why did you switch?
- How did you decide what [type of service] you needed?

COMMON OBJECTIONS

- What main concerns did you have about purchasing [type of service]?
- Which services do we not provide that you would use?

USE OF YOUR SERVICES

- How often do you need our [type of service]?
- Did the service provided live up to your expectations?
- How does our [type of service] help your family?
- How does our [type of service] benefit you as an individual?