

ADOPTION CURVE ANALYSIS

Identifying Early Adopters

A SEGMENT:

B PROBLEM:

		EARLY ADOPTERS	EARLY MAJORITY	LATE MAJORITY	LAGGARDS
C	Have the problem				
D	Know they have it				
E	Paying to solve it				
F	Behaviours	_____ _____ _____ _____ _____	_____ _____	_____ _____	

G EXTERNALLY OBSERVABLE BEHAVIOR:

1. _____ 4. _____

2. _____ 5. _____

3. _____