

A Day in the Life of a Customer

Objective:

Understand customer needs by imagining daily life from the customer's perspective.

Standards:

- **OJ2:** Understand marketing-research activities → Students research and observe what customers want/need.
- **OJ3:** Understand marketing-research design considerations → Students evaluate whether their ideas actually solve customer problems.
- **OK3:** Explain the role of promotion → If the assignment includes presenting the product/service solution, promotion may be included in explaining how it meets customer needs.

Instructions:

- 1. Choose a Customer Type**
 - a. Examples: a student, a teacher, a parent, a gamer, a traveler, an athlete.
- 2. Write a Short Story (1–2 pages)**
 - a. Describe a **day in their life** from the customer's point of view.
 - b. Show the problems or frustrations they face during the day.
 - c. Highlight at least **3 customer needs** that become clear in your story.
- 3. Introduce a Solution**
 - a. In your story, show how a product/service helps solve these needs.
 - b. If no existing product solves the problem, invent one that does.
- 4. Reflection (end of story)**
 - a. Explain briefly (in 1–2 paragraphs):
 - i. What the top needs were.
 - ii. How the product/service addressed them.

Customer Needs Assignment – Proficiency Scale

Level	Description of Student Performance
Exceeds Expectations (4)	- Identifies all relevant customer needs and wants with clear, specific examples. - Proposes a solution or improvement that directly addresses unmet needs. - Provides a well-reasoned explanation of why the improvement is valuable for the customer/business. - Shows creativity and originality. - Evidence of critical thinking and careful research.
Meets Expectations (3)	- Identifies most customer needs and wants accurately. - Suggests a reasonable improvement or solution. - Explains why the improvement matters, though reasoning may be brief. - Demonstrates understanding of customer needs concepts.
Approaching Expectations (2)	- Identifies some customer needs/wants, but may be vague or incomplete. - Suggests an improvement, but it may not fully address the needs. - Explanation of improvement is unclear or underdeveloped. - Shows limited critical thinking.
Needs Improvement (1)	- Fails to identify customer needs/wants clearly. - Suggests no viable improvement or solution. - Little to no explanation of why improvement is needed. - Lacks understanding of customer needs concepts.