

Customer Needs Template

Knowing the Shopper, Preparer, and Eater's Barriers, Needs and Drivers.

	Shopper	Preparer	Eater
Barriers	1. 2. 3.	1. 2. 3.	1. 2. 3.
Action			
Needs	1. 2. 3.	1. 2. 3.	1. 2. 3.
Action			
Drivers	1. 2. 3.	1. 2. 3.	1. 2. 3.
Action			

