

Féidearthachtaí as Cuimse
Infinite Possibilities

RISEUP: STANDUP WEBINAR SERIES · SESSION 2 OF 8

Knowing Your Customer

Market Research and Customer Personas

Thursday 22 October 2026 · 1:00 – 2:00pm

Free · Online · No business experience required

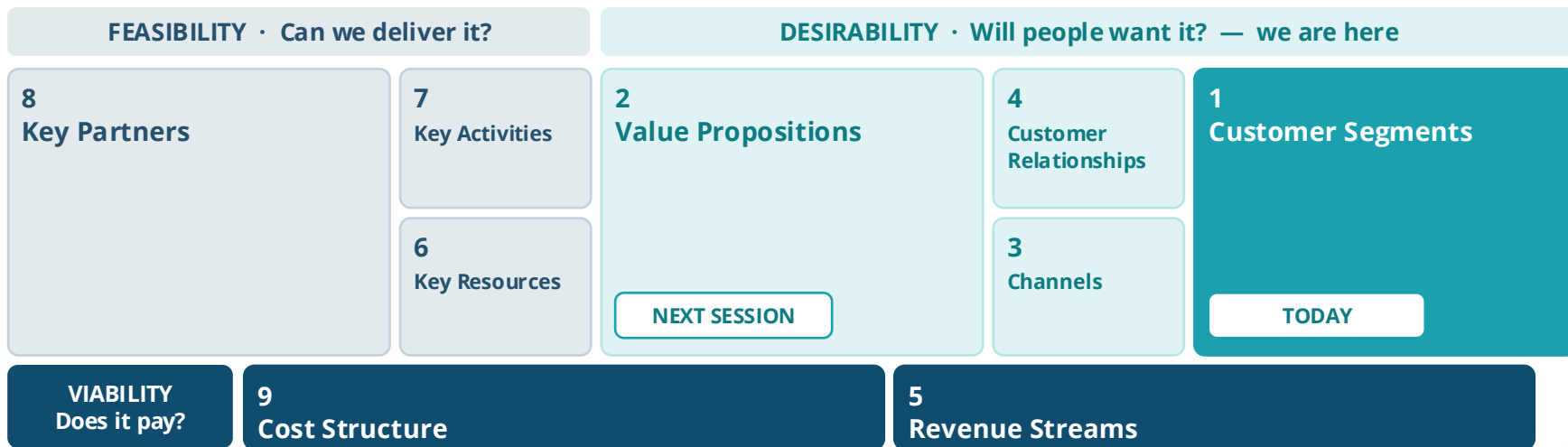
Today's output: a draft customer segment and persona



LAST TIME AND TODAY

Where We Are on the Canvas

In Session 1 we opened the canvas and chose where to start: Desirability. Today we work on the right-hand side — your customers.



 = today's focus: Customer Segments

Why “Everyone” Is Not a Customer



You cannot serve everyone

Your time and money are limited.
Choose the people you can help best.



A clear message works

“For everyone” speaks to no one.
“For night-shift nurses” speaks to someone.



Customers guide your choices

When you know one group well, it is easier to choose your product, price and service.

A customer segment is a group of people who share a need, a place, or a way of buying.

FOUR WAYS TO DESCRIBE A SEGMENT

What Is a Customer Segment?



WHO

Age, life stage, work, language

Example: Nurses and carers aged 25–45



WHERE

Town, neighbourhood, online groups

Example: Cork city; active in WhatsApp groups



NEED

The problem to solve or the wish to meet

Example: A quick meal that tastes like home



BEHAVIOUR

How, when and how much they buy

Example: Orders weekly, pays online, wants delivery

Example business used on these slides: home-style frozen meals

THINK ABOUT YOUR MARKET

Who Will Buy From You?

Your community

Good: Shared language and trust. You already know their needs.

Watch out: The group may be small, and others may already serve it.

The wider Irish market

Good: Many more possible customers.

Watch out: You need to learn local habits. Trust takes time to build.

Both: a bridge

Good: Start with people you know, then grow.

Watch out: You need a clear message for each group.

You do not need to choose forever. Choose where to start.

MARKET RESEARCH IN PLAIN WORDS

Ask, Listen, Look Up



ASK

Talk and survey

Speak to real people. Use short conversations and simple surveys.

Google Forms



LISTEN

See what people search

Find the questions people type into search engines about your topic.

Answer the Public



LOOK UP

Use data others collected

Use free statistics to see how big your market is and who is in it.

Statista Ireland · CSO.ie

Start with a few conversations. Then check what you hear against the data.

LOOK UP: FREE DATA

Use Free Data to Size Your Segment

631,785

Start big. In Census 2022, 631,785 non-Irish citizens lived in Ireland — 12% of residents.

27,338

Pick a group. For example, 27,338 Brazilian citizens.

Your county

Narrow by place. The CSO also publishes figures for counties and cities.

Your need

Narrow by need. Who actually needs what you offer?

First 100

Start small. Aim to understand your first 100 customers.

*These numbers show who lives in Ireland, not who will buy. Use them as a starting point.
Source: CSO, Census of Population 2022.*

LEARNING FROM OTHERS

Real Journeys: Who Were Their Customers?



Lily Ramirez-Foran

Picado Mexican Pantry, Dublin

The Mexican community in Ireland was too small to support her pantry alone. So she built a second group of customers — Irish cooks and food lovers — with a blog, demos and classes. Later she started supper clubs after noticing some students wanted to eat, not cook.

Lesson: Look beyond your own community, and keep watching your customers.



Andy Chen & Brian Lee

Chopped, Dublin — a Session 1 example

Chopped opened on Baggot Street, Dublin, in 2012. It aimed at Irish customers who wanted fresh, healthy meals, and set out to replace the corner-shop roll at lunchtime. It began franchising in 2016.

Lesson: A clear segment makes a clear product.

Sources: Dublin Inquirer; ILoveCooking.ie; Farmers Journal; Wikipedia.

FROM SEGMENT TO PERSON

What Is a Customer Persona?

A persona is an imaginary person who stands for one customer segment.

Build it from real answers, not guesses.

- ✓ Give them a name and a life
- ✓ Write one clear need and one frustration
- ✓ Add a real quote from your research

 Name · Age · Where they live	
LIFE AND WORK	GOAL
FRUSTRATION	WHERE TO FIND THEM
HOW THEY DECIDE TO BUY	A REAL QUOTE

WORKED EXAMPLE

Two Personas, One Business



Maria, 36

Healthcare assistant, Cork. Moved to Ireland three years ago.

Community market

Needs: A quick meal that tastes like home.

Frustration: Takeaways cost too much.

Finds food: WhatsApp groups and friends.

Trusts: Recommendations from people she knows.



Declan, 45

Office manager and father of three, Athlone.

Wider Irish market

Needs: Healthy dinners in 15 minutes.

Frustration: Ready meals all taste the same.

Finds food: Instagram and local markets.

Trusts: Reviews and free tastings.

Illustrative example — not real people. Build your own persona from your research.

ASK

Ask Questions That Give Real Answers

- 1 How do you solve this problem today?
- 2 What do you like and dislike about it?
- 3 How often do you buy it, and how much do you spend?
- 4 Where do you look for it — online or in person?
- 5 What would make you trust a new business?

Tip: ask about their life today, not “Do you like my idea?”

Where to find people to ask

-  WhatsApp and Facebook groups
-  Community centres and cultural groups
-  Schools, clubs and workplaces
-  Markets and local events

Tip: offer your form in the language your customers prefer.

Tool Demo: Google Forms

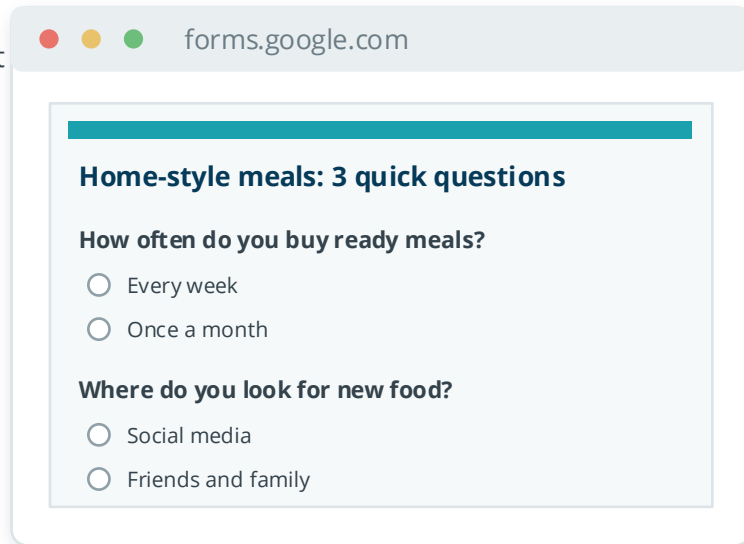
1 Go to forms.google.com and sign in with a free Google account

2 Click “Blank form” and add a title

3 Add 5 short questions: mostly multiple choice, one open question

4 Click Send, copy the link and share it by WhatsApp or email

5 Open the Responses tab to see charts and answers



The screenshot shows a web browser window with the address bar displaying 'forms.google.com'. The form content is as follows:

Home-style meals: 3 quick questions

How often do you buy ready meals?

- ☐ Every week
- ☐ Once a month

Where do you look for new food?

- ☐ Social media
- ☐ Friends and family

Free with any Google account.

Tool Demo: Two More Free Tools

Answer the Public

Listen: what do people ask online?

- 1 Go to answerthepublic.com and type a word for your product
- 2 Choose your language and country if the options appear
- 3 Read the questions people ask and note the common ones

The free plan allows a few searches a day, so choose your keyword carefully.

Statista

Look up: how many, how often?

- 1 Go to statista.com and search "Ireland" plus your topic
- 2 Read the free summary and the headline number
- 3 Write down the source and the year before you use a number

Example: about 93% of people in Ireland used the internet daily in 2022. Some detail may need a paid account.

SESSION OUTPUT

Today's Output: Segment and Persona

By the end of today you have a first draft of two things. They will get better as you talk to customers.



Customer segment(s)

Who they are
What they need
Where you can reach them



One customer persona

Name and life
Goal and frustration
How they decide to buy



Before 19 November: talk to 3-5 people, or send your Google Form to about 10. Then update your segment in Canvanizer and your persona in a Google Doc.

THE ROAD AHEAD

Building Your Plan, Session by Session

1 · 17 Sep

Building Blocks

Skeleton canvas opened



2 · 22 Oct · TODAY

Know Your Customer

Draft customer segment(s) and persona

3 · 19 Nov

Value Propositions

Value proposition and competitor comparison

4 · 17 Dec

Numbers and Break-Even

Revenue model and break-even estimate

5 · 21 Jan

Marketing and Channels

One-page marketing plan

6 · 18 Feb

Funding Your Business

Shortlist of funding options

7 · 18 Mar

Setting Up Right

Legal structure and registration checklist

8 · 15 Apr

Bringing It All Together

Completed canvas and first full plan draft

Each session adds one layer. In April you will have a complete Business Model Canvas and a first full business plan.

10 MINUTES • OPEN FLOOR

Reflect and Discuss



Who is the first person you can picture buying from you? Describe them in one sentence.



Where does that person spend time — online and in person?



What would help them trust a business that is new to Ireland?

Type your questions in the chat at any time. We will answer as many as we can.

SEE YOU ON 19 NOVEMBER

Summary & Next Session

- ✓ Start with one clear segment: a group of people who share a need, a place, or a way of buying.
- ✓ Turn it into a persona — built from real answers, not guesses.
- ✓ Before next time, talk to 3–5 people. Slides and recording will be on the RiseUP page.

SESSION 3

The Problem Worth Solving: Value Propositions and Competitive Advantage

Thu 19 Nov 2026 · 1:00 – 2:00pm