

Segments and Groups

'Segments' are more:

Top down
What divides?
Population based
Macro-economic
Class determined values
(Useful) abstraction
Product driven
Aiming to generate aspirations
Targeted solutions
Targeted, focused on
Aimed at 'target' audience
Selected by factors in common
Transaction potential

'Groups' are more:

Bottom up
What unites?
People based
Micro-economic
Individual values shared
Concrete people
Requirements driven
Aiming to recognise aspirations
Tailored solutions
Aligned with, focus on
Aimed at 'listening' audience
Recognised as community of individuals
Relationship potential