

Step 2: Market Segmentation

Factors	Question	Response
Title	What is your product?	"Curahan Hujan" - An autobiographical book chronicling a personal journey with mental health and faith
1 Demographic	Who are the typical customers for this product in terms of age, gender, income, and occupation?	20-55, Both male and female, predominantly Christian Indonesians with middle-class income
2 Psychographic	What are the lifestyle choices, personal values, and interests that characterize the target customers?	Faith-oriented, mental health advocates, personal development enthusiasts
3 Behavioral	How do customers typically use the product, how loyal are they to brands in this category, and what specific benefits are they seeking?	Value authenticity, spiritual growth, and mental health awareness
4 Geographic	Where are the target customers located, do they primarily live in urban or rural areas, and how does climate affect their need for the product?	Major Indonesian cities, particularly in areas with strong Christian communities
5 Online Presence	Which social media platforms, websites, or apps do the target customers frequently use?	Instagram, Christian social media groups, Mental health awareness groups on Facebook, WhatsApp communities
6 Information Sources	Where do the target customers typically look for information or solutions related to this product category?	Christian bookstores' social media, Mental health advocacy pages, Church community groups, Christian influencers' recommendations
7 Priority Segments	Which customer groups are likely to be the most valuable for this product in terms of size and profitability?	Indonesian Christians aged 25-45 who are active in their faith communities and have personal or family experience with mental health challenges