Customer Segments
USER TYPE EXPLANATION

Wide Variety of Riders
Bell's portfolio of products is marketed towards five key customer segments. These segments vary in terms of key factors such as age, location, core concern, frequency of use and nature of use. The Extreme Participant segment is likely the newest targeted, with refinements also being made to create more appropriate products for other segments
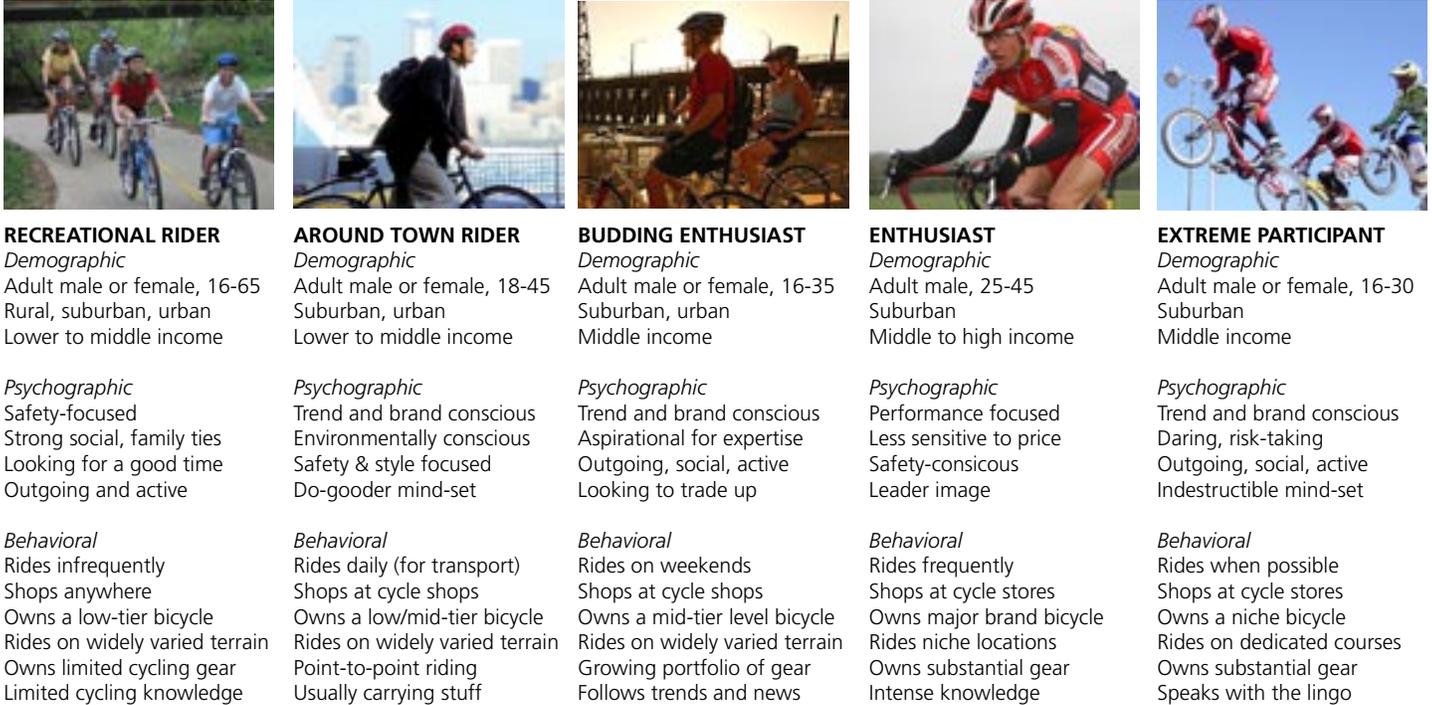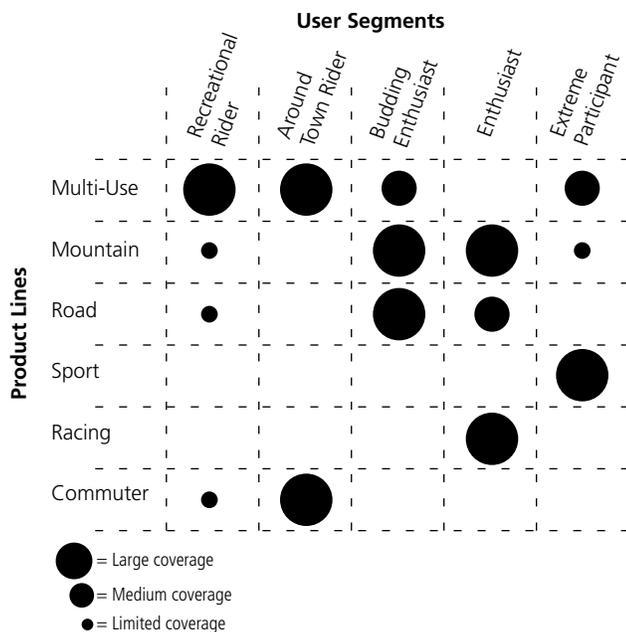
FIG4. User Segmentation

RECREATIONAL RIDER
Demographic
Adult male or female, 16-65
Rural, suburban, urban
Lower to middle income

Psychographic
Safety-focused
Strong social, family ties
Looking for a good time
Outgoing and active

Behavioral
Rides infrequently
Shops anywhere
Owns a low-tier bicycle
Rides on widely varied terrain
Owns limited cycling gear
Limited cycling knowledge

AROUND TOWN RIDER
Demographic
Adult male or female, 18-45
Suburban, urban
Lower to middle income

Psychographic
Trend and brand conscious
Environmentally conscious
Safety & style focused
Do-gooder mind-set

Behavioral
Rides daily (for transport)
Shops at cycle shops
Owns a low/mid-tier bicycle
Rides on widely varied terrain
Point-to-point riding
Usually carrying stuff

BUDDING ENTHUSIAST
Demographic
Adult male or female, 16-35
Suburban, urban
Middle income

Psychographic
Trend and brand conscious
Aspirational for expertise
Outgoing, social, active
Looking to trade up

Behavioral
Rides on weekends
Shops at cycle shops
Owns a mid-tier level bicycle
Rides on widely varied terrain
Growing portfolio of gear
Follows trends and news

ENTHUSIAST
Demographic
Adult male, 25-45
Suburban
Middle to high income

Psychographic
Performance focused
Less sensitive to price
Safety-consicous
Leader image

Behavioral
Rides frequently
Shops at cycle stores
Owns major brand bicycle
Rides niche locations
Owns substantial gear
Intense knowledge

EXTREME PARTICIPANT
Demographic
Adult male or female, 16-30
Suburban
Middle income

Psychographic
Trend and brand conscious
Daring, risk-taking
Outgoing, social, active
Indestructible mind-set

Behavioral
Rides when possible
Shops at cycle stores
Owns a niche bicycle
Rides on dedicated courses
Owns substantial gear
Speaks with the lingo

FIG5. Product Line/Consumer Segment Mapping

Mapping Products to Users
The diagram at left shows how Bell's current product lines match up to the purchasing habits of its consumer segments. The diagram shows that each segment currently has a product line that strong meets its needs.

Interesting though is that certain product lines, such as the Multi-Use, are purchases many of the segments. For whatever reason Bell isn't having great success at transitioning users up its tier of products or into niche areas.

Overall, Bell is providing its users with applicable products. There is no reason to be concerned about holes that could be filled with additional products. Yet clarity between products and product lines, as well as clarifying how Bell moves users through various categories is worth consideration.

The Customer Segments reveals a products adequately addressing each segment's core needs. Issues may be:
- *consumers may need help selecting the product that is right for them*
- *assessing if resources are appropriately distributed based on the popularity of given lines*

Potential Customers

"Web-based conferencing will continue to grow as a communications tool among both small and large organizations. Expect growth to exceed 75 percent per year through 2008 as the technology continues to improve and becomes more mainstream."

Average webcam users

Average PC and Laptop user

Business conference

Professional experts

Customer Segment

Self entertainment

Professional experts

Business conference

Demographics			
	Younger age		Older age
	Country		City
	High income		Low

Psychographics			
	Practical		Stylish
	Hi-perfomance		Low
	Light weight		Heavy

Behavioral			
	Outdoor		Indoor
	Business		Home
	Light usage		Heavy

Current Customers
Potential Customers