

Customer Needs Assessment Document for Product Launch

1. Document Information

Product Name	
Date	
Prepared By	
Stakeholders	

2. Executive Summary

3. Customer Segments

-
-
-

4. Research Methodology

- Surveys
- Interviews
- Market Analysis

5. Identified Customer Needs

Need	Description	Priority (High/Med/Low)

6. Pain Points

-
-
-

7. Opportunities & Recommendations

- 1.
- 2.
- 3.

8. Conclusion

9. Appendices

1. Survey Results
2. Interview Summaries
3. Additional Notes