

Customer Needs Assessment Document for Product Launch

1. Document Information

Product Name	
Date	
Prepared By	
Stakeholders	

2. Executive Summary

3. Customer Segments

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4. Research Methodology

- Surveys
- Interviews
- Market Analysis

5. Identified Customer Needs

Need	Description	Priority (High/Med/Low)

6. Pain Points

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7. Opportunities & Recommendations

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8. Conclusion

9. Appendices

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