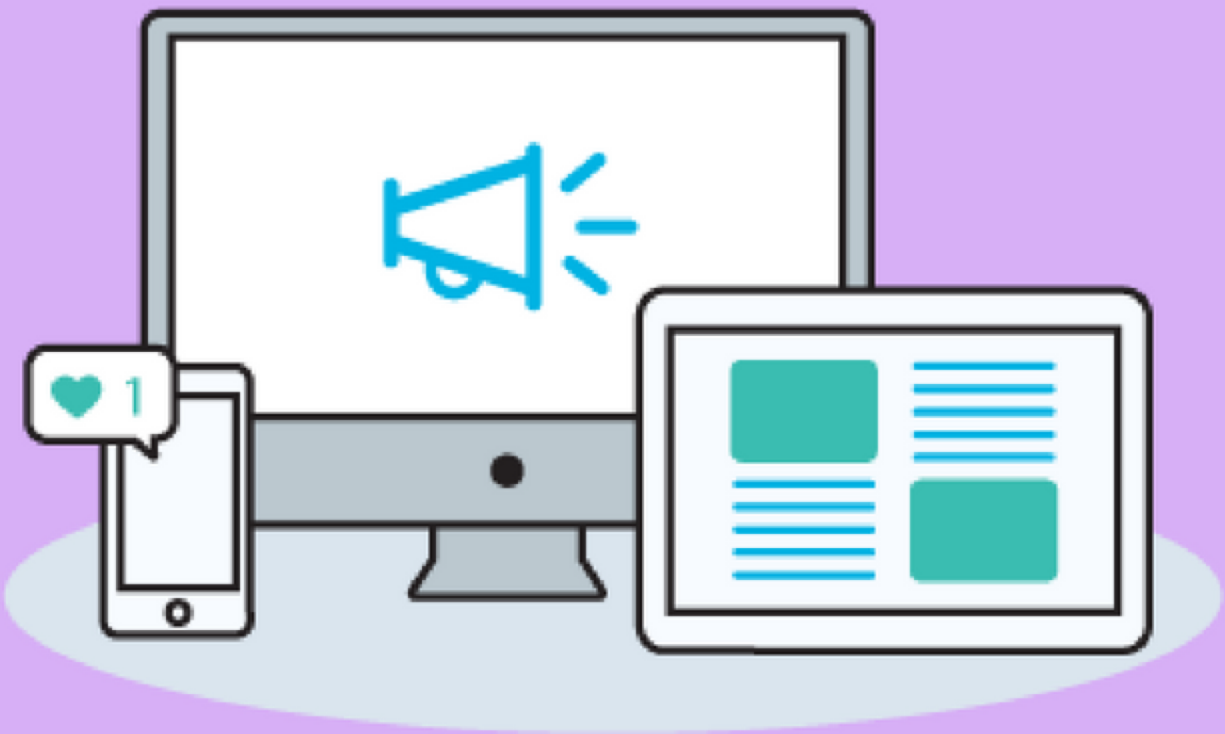


Project 1

Prepare to Market



DMND Program

- **Which option did you choose?** (Udacity)
- **If Udacity, which product did you choose?**
(DMND Program)

Marketing Objective: DMND

To collect email addresses of (20) potential students, who could be interested in taking this course by 20th of May 2020.

KPI: DMND

To measure the number of potential customers E-mails by the mentioned period of time.

Value Proposition

FOR people who admires knowledge and self learning
WHO need to to improve themselves and earn new skills
via online platforms.

OUR professional, qualified NanoDegree programs and
courses.

THAT supported by the latest interactive educational
technology

UNLIKE other platforms that has no mentor such as
(doroob) and (coursera)

OUR OFFER to mentor our students and help them
through there learning journey without extra costs.

Interview

Describe your personal demographics.

Describe your educational background.

What is your job role? Your title?

What do you like to do in your free time?

What are your biggest challenges professionally/personally?

What are your professional/personal goals?

Where do you see yourself in the next five years ?



Nourah

24 years old, Single, lives in Saudi Arabia.

Has a Bachelor degree in Marketing, No job yet.

Like to cook and play tennis in free time.

Professional challenges is:

1-Being up to date always as a marketer. 2- improve English language in business.

Goals is to work for a great company with a great marketing department and be able to speak English fluently.

In five years might be married and in a senior position.

Sattam

21 year old, single, lives in Saudi Arabia.

Student at IAU Majored in MIS, Interested in Marketing, No Job yet.

In free time I play Video Games and hangout with friends.

Personal challenge is to manage my time properly.

To finish my Bachelor degree with a high GPA is my current goal.

In 5 years I see my self running my own successful business.

Rana

18 years old, single, lives in Kuwait.

A High school Senior, no job yet.

In my free time I like to read and go shopping.

Personal challenges is to know what I am passionate about and to know the right path I should go with in life.

Goals is to be accepted in one of best Universities around the world and to learn new skills from reading good books and taking great qualified courses in different topics.

In 5 years I see my self graduated from University and starting my career.

Empathy Map

Thinking

- I need to read more english books to improve my language.
- To be updated in Marketing I must be taking new qualified Marketing Courses.
- I better be more socialize and attend more events to make more connections with people who might help me to get a job.

Seeing

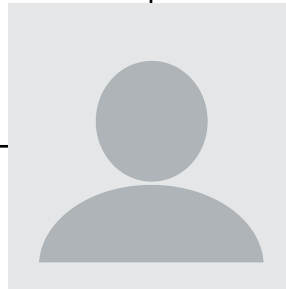
- Global interest in Artificial Intelligence and Technology in General.
- A lot of ads. on social media for online courses platforms.
- The need for qualified Marketers in Saudi Arabia is in the highest level I see a lot of job Ads.

Doing


- Improving my English by listening to English music and watching movies.
- Getting new skills by attending online courses.
- Keeping my self up to date by reading the newest Marketing books.
- Applying for jobs.

Feeling

- Feeling a little bit exhausted.
- Excited to get a job as soon as possible.
- Feeling blessed that I majored in Marketing because of its importance in every field.



Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 20's• Single• Interested in Marketing	 Sarah	<ul style="list-style-type: none">• To be updated in Marketing and attend qualified courses.• meet people with same interest.• Career consultation to help find the right job or career path
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Enjoying free time at home either reading, cooking, etc• Learning new skills by attending courses• Hanging out playing sports or shopping.	<ul style="list-style-type: none">• Start Career• Be successful in what I do• Settle down and make family• Learn new skills from time to time	<ul style="list-style-type: none">• Courses costs.• Time Management• Easy, fun platforms to learn from.