

A grayscale photograph of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard. Inside this circle, the text "Project 1: Prepare to Market" is written in white, bold, sans-serif font. The background shows a wooden desk with a pair of white earbuds, a small potted plant, and a stack of books to the right of the laptop.

Project 1: Prepare to Market



Objectives and KPIs



DMND Program, Enterprise, or Your Own Company

- **Which option did you choose?** Udacity
- **If Udacity, which product did you choose?** Udacity Enterprise
- **If your own company, tell us about your product/service** N/A

Marketing Objective: Enterprise

To generate 500 new prospective client company leads in February 2020.

KPI: Enterprise

The KPI for Enterprise's marketing objective is the total number of new client company leads generated in February.



Value Proposition



Value Proposition

- **FOR** companies
- **WHO** are dedicated to their employees' career growth
- **OUR** educational services
- **THAT** offer specific skills sets to succeed at work
- **UNLIKE** other instructor-led, self-paced online learning platforms
- **OUR OFFER** promotes employees to learn by doing and creating their own portfolio of work



Customer Persona



Interview

Demographics

- ❖ 1:1 male-to-female ratio.
- ❖ Mostly mid-thirties (age 31-35) [n=2].
- ❖ The highest degree achieved by all respondents was a Bachelor's Degree.
- ❖ Majority (75%) are part of small businesses (1-50 employees).
- ❖ An array of industries represented, with technology and marketing/advertising leading (33%).
- ❖ Titles ranged from CMO, Director, to Project Manager.

Full survey questions and responses can be found [here](#). A summary of responses is included below.

Needs

- ❖ Respondents' organizations report the biggest barriers facing their company being growing competencies and retaining the right talent (50%) and uncertainty about the future of their company (50%).
- ❖ Most respondents rate the need for professional development and growth opportunities as critical for employees.

Experiences

- ❖ Most respondents' organizations did not yet offer educational courses to advance their careers (n=3).
- ❖ Of those who reported experience with online learning systems, for their own self-development outside of their organization, most reported exposure to Udacity (n=3) and Udemy (n=2).



Empathy Map

Thinking

- Identify limited competencies and difficulty retaining talent as one of the biggest challenges their business faces
- View opportunities for employee professional development and growth as critical for their organization

Seeing

- Most have exposure to Udacity's programs themselves
- Use Udemy, Lynda, and LinkedIn Learning for professional development options at their organization

Doing

- Offering education allowances for employees to pursue relevant educational opportunities on their own to advance their positioning at their company
- Offer mostly social and technical skills courses relevant to job positions

Feeling

- Feel that they cannot afford to opt into necessary educational opportunities for employees due to the small company size and budget

Target Persona: Todd Jacobson

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• Mid-thirties• Started a small tech startup, Apricot, right out of college• As owner, manages a business of 25 employees, including IT Engineers	<ul style="list-style-type: none">• Todd Jacobson 	<ul style="list-style-type: none">• Affordable options for to outsource professional development opportunities for his business• Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck
Hobbies ¹	Goals	Barriers
<ul style="list-style-type: none">• Watching TV• Heading to a local brewery with friends• Playing pick-up basketball on the weekends	<ul style="list-style-type: none">• To grow Apricot in size to 100 employees by 2025• In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills• Todd wants to grow the competencies offered by Apricot's current and future employees	<ul style="list-style-type: none">• Works with a small and limited budget for professional development benefits• Is unable to predict the trajectory of his business and is uncertain about the future of the company as he pushes for exponential growth in the next five years

¹ Leveraged data from the U.S. Bureau of Labor Statistics' Average Time Use Study (2018), which identified average hours spent on leisure activities on weekend and weekdays among males. <https://www.bls.gov/charts/american-time-use/activity-leisure-by-sex.htm>