

## **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.



**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

Full survey questions and responses can be found <u>here</u>. A summary of responses is included below.

#### **Demographics**

- Equal male-female response (50%).
- 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.

#### 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<br>Name   | Needs  |
|---|--|--|
| <ul> <li>Male</li> <li>Mid-thirties</li> <li>Started a small tech startup,<br/>Apricot, right out of college</li> <li>As owner, manages a business<br/>of 25 employees, including IT<br/>Engineers</li> </ul> | • Todd Jacobson  | <ul> <li>Affordable options for to outsource professional development opportunities for his business</li> <li>Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck</li> </ul>  |
| Hobbies <sup>1</sup>  | Goals  | Barriers   |
| <ul> <li>Watching TV</li> <li>Heading to a local brewery with friends</li> <li>Playing pick-up basketball on the weekends</li> </ul>  | <ul> <li>To grow Apricot in size to 100 employees by 2025</li> <li>In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills</li> <li>Todd wants to grow the competencies offered by Apricot's current and future employees</li> </ul> | <ul> <li>Works with a small and limited budget for professional development benefits</li> <li>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</li> </ul> |

<sup>&</sup>lt;sup>1</sup>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. <a href="https://www.bls.gov/charts/american-time-use/activity-leisure-by-sex.htm">https://www.bls.gov/charts/american-time-use/activity-leisure-by-sex.htm</a>