# **ENCS 6042 TA NOTES WEEK 2 16TH sep 2021**

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At the beginning of class, we talked about a summary of last class and the topics that have been mentioned last week. New students and TAs introduced themselves.

In continue of class, professor spoke about the importance of solving problems of customers in a market. Then students divided in several groups, and they started finding some examples for solving some problems.

A summary of students’ answers:

One of the groups cited declining energy resources as one of the problems in the world. Also, hundreds of millions of people lack access to sufficient energy entirely, with terrible consequences to themselves and the environment. So, today the lack of energy is a big problem. Another problem that has been mentioned in the class was related to the smart identification of persons in the work or other places. Smart Identity offers a new way for customers and organisations to manage and verify identity, providing both privacy and security to users, and laying the foundations for a new generation of highly automated digital services.

The lack of organic food in the world was another problem that mentioned by students. In other words, excessive increase of inorganic foods is the main problem.

# **class discussion**

Customer Segmentation

Innovation comes from identifying customers’ needs and providing solutions that meet those needs.

To identify the characteristics of your ideal customers, start with any data you’ve gathered about your best customers. If your business sells to consumers, that information may include:

* Age
* Gender
* Marital status
* Race/ethnicity
* Income
* Occupation
* Location

Finally, you have to combine all the information you collect about your ideal customer to create a customer persona. A customer persona is a description of the ideal customer as if he or she were a real person. (You may even have a real customer in mind that exemplifies your ideal customer.)

# **Class activity**

In continue of class, students divided in the several groups. Each group had 2-4 students. Students had 15 minutes selecting an idea and finding the segments of that idea. A summary of students’ answers is below.

One of groups introduced a shopping application to make it easier for daily shop. The target customers for this application are included all age, and gender of people. They introduced several options for their application to make it unique.

Another group had an idea for recycling of materials. The customer segments of this idea are artists and environmentalist. They had several ideas to making closer recycling process to art.