



# ASSIGNMENT 2

FinLearn  
Platform For Online Learning



# Market Segmentation



	Careers	Digital	Health & Wellness	Self-Development	Education
End User	Undergraduate Student	Multimedia designer	Fitness Trainee	Manager	High School Student
Application	<ul style="list-style-type: none"><li>• Career finding</li><li>• Opportunity</li><li>• Work Experience (Intern)</li><li>• Prepare before work</li></ul>	<ul style="list-style-type: none"><li>• Digital Art</li><li>• 2D/3D Animation</li><li>• Video Editing</li><li>• Motion Graphic</li><li>• Graphic Design</li><li>• Photography</li><li>• Web Design</li></ul>	<ul style="list-style-type: none"><li>• Diet plan</li><li>• Burn Calorie</li><li>• Challenge</li><li>• Build Muscle program</li><li>• Healthy Food</li></ul>	<ul style="list-style-type: none"><li>• Reducing Stress</li><li>• Emotional Intelligence</li><li>• Personal Goal Setting</li><li>• Self-Awareness</li><li>• Motivation</li><li>• Leadership</li><li>• Problem Solving</li><li>• Critical Thinking</li><li>• Confidence</li></ul>	<ul style="list-style-type: none"><li>• Science</li><li>• Social</li><li>• Mathematic</li><li>• Foreign language</li><li>• Mock exam</li></ul>
Benefit	Opportunities for career or real passion	Better skills, increasing income and work	Saving cost from the gym and trainer	Growing skills and knowledge for career growth	Gain more knowledge and make the grades better

# Market Size



- **Careers**



**27.62 M**

## **Total Available Market**

The estimated of people in the labor force,  
both employed and unemployed in Thailand.<sup>[1]</sup>  
as well as used the internet in their life<sup>[4]</sup>



**6.95 M**

## **Serviceable Available Market**

The estimated of people who used  
the internet to register for the career  
finding websites in Thailand<sup>[2][3]</sup>



**413 K**

## **Serviceable Obtainable Market**

The estimated unemployed people both  
had worked before and had never worked  
before who used the internet<sup>[4]</sup> and lived in Thailand

[1] [http://www.nso.go.th/sites/2014/DocLib13/ด้านสังคม/สาขาแรงงาน/ภาวะการทำงานของประชากร/2563/Report\\_12\\_63.pdf](http://www.nso.go.th/sites/2014/DocLib13/ด้านสังคม/สาขาแรงงาน/ภาวะการทำงานของประชากร/2563/Report_12_63.pdf) , 2021  
[2] <https://blog.jobthai.com/what-s-new/jobthai-เผยความต้องการแรงงานครึ่งปีแรกของปี-2563-และผลกระทบจากสถานการณ์-covid-19> , 2021

[3] <https://th.jobsdb.com/th-th/cms/employer/home/candidate-fact-sheet/> , 2022  
[4] <https://marketeeronline.co/archives/208372> , 2021

# Market Size



- **Digital**



**31 M**

## **Total Available Market**

Population aged 15 years and over from the household survey of the use of information and communication technology<sup>[5]</sup>



**12.57 M**

## **Serviceable Available Market**

The number of people who are likely to be interested in digital and using information technology. by being 15 years of age or older, which consists of Employees with computer skills Hired to work in many professions (freelance) and study.<sup>[5]</sup>



**628.5 K**

## **Serviceable Obtainable Market**

Estimated value of people with educational needs/interests in Digital and Multimedia for self-development<sup>[5]</sup>

# Market Size



- **Health & Wellness**



**23.78 M**

**Total Available Market**

The estimated of people who regularly exercise in Thailand<sup>[6]</sup>



**9.17 M**

**Serviceable Available Market**

The estimated of exercise people who get a salary of about 5,000-15,000 baht<sup>[6]</sup>



**336 K**

**Serviceable Obtainable Market**

The estimated of people who exercise at a gym or fitness<sup>[6]</sup> as well as using internet<sup>[4]</sup>

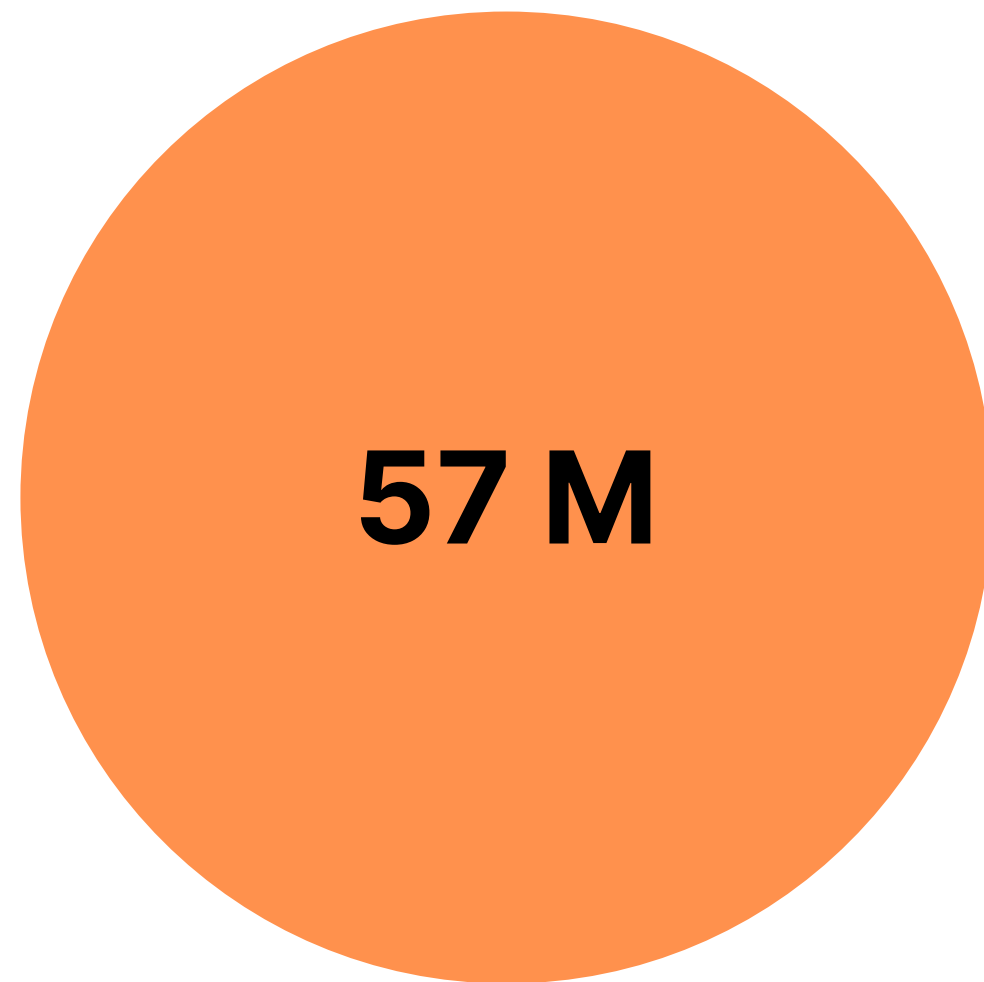
[6] <https://www.dpe.go.th/manual-files-432891791793>

[4] <https://marketeeronline.co/archives/208372> , 2021

# Market Size



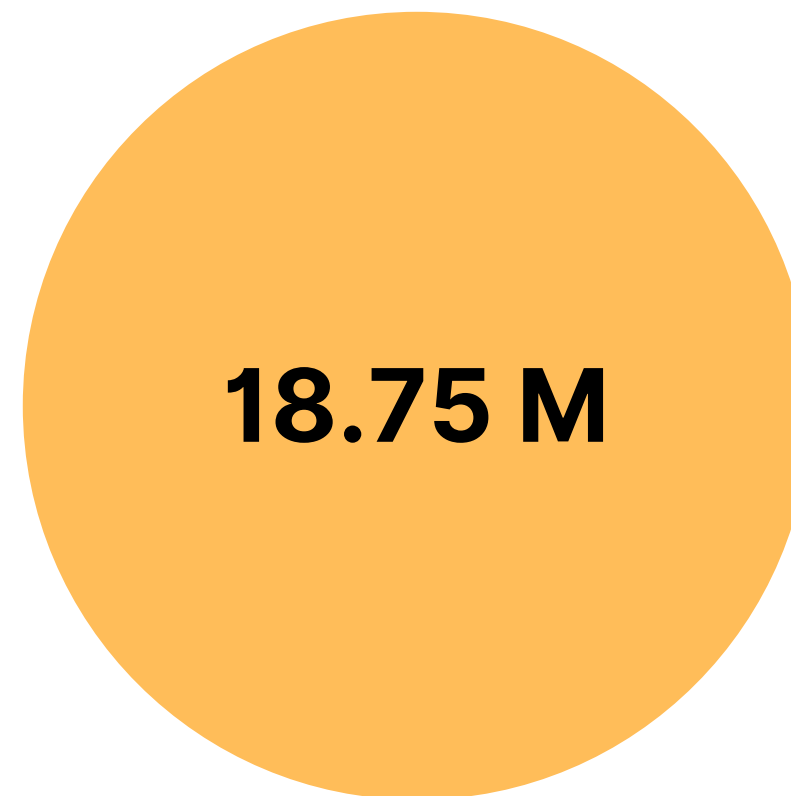
- **Self-Development**



**57 M**

## **Total Available Market**

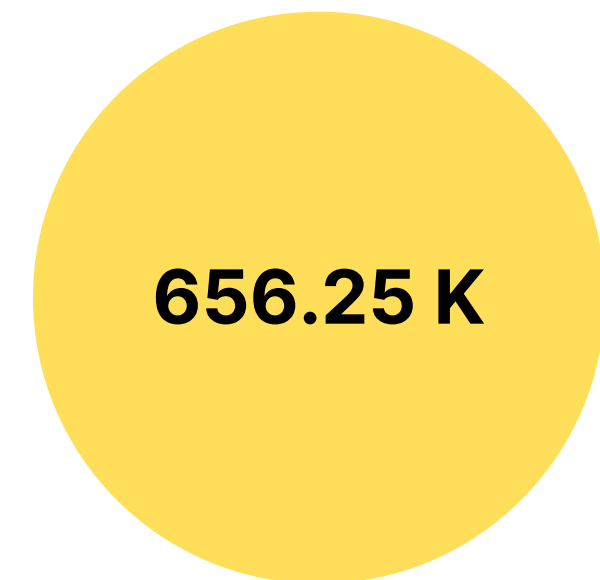
The proportion of Thai citizens aged 15 and older who wish to advance their self development<sup>[7]</sup>



**18.75 M**

## **Serviceable Available Market**

Thai population, aged 15 to 34, who are interested in developing their individual skills<sup>[7]</sup>



**656.25 K**

## **Serviceable Obtainable Market**

Estimates of those interested in or in need of education in order to improve their own competence<sup>[7]</sup> and use the internet<sup>[4]</sup>

[7] <http://statbbi.nso.go.th/staticreport/page/sector/th/02.aspx>, 2021

[4] <https://marketeeronline.co/archives/208372>, 2021

# Market Size



- **Education**



**7.32 M**

**Total Available Market**

The total Market of Thai student  
for a particular product or service<sup>[8]</sup>



**1.09 M**

**Serviceable Available Market**

The segment of the high school student  
targeted in Thailand<sup>[8]</sup>



**77.56 K**

**Serviceable Obtainable Market**

The portion of the high school  
student who used the internet<sup>[4]</sup>  
in Bangkok, Thailand<sup>[8]</sup>

[8] <https://isee.eef.or.th/screen/studentdata/student.html>

[4] <https://marketeeronline.co/archives/208372> , 2021



# The market that we feel the most promising.



## DIGITAL

### Multimedia designer

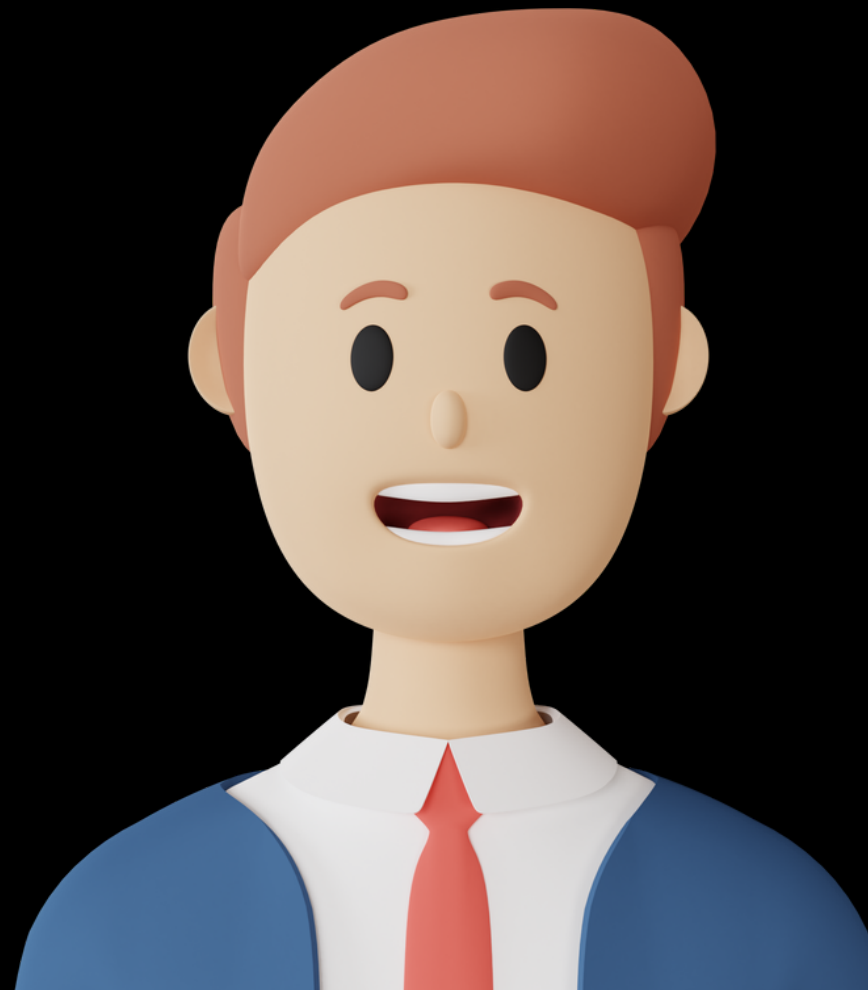
There aren't a lot of online learning platforms that build content about multimedia. Instead, many websites only focus on 1 topic so learners have to switch between many websites to learn multiple things. Therefore, by providing an education platform for all things related to multimedia plus the market zise in Thailand, we strongly believe that this market segment is the most promising.









# Customer Personas

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 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div></div> <p><b>Dao</b></p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>Role : Online Seller</p> <p>Gender : Female Age : 28 years old Income : 50,000฿/Month Status : Single</p> <p>Dao wants to reduce the cost of marketing advertisements from the agency, so she wants to do it by herself.</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>" I just want to reduce the unnecessary expenses"</p>

Where are you going to find these people?

Shopping group on Facebook or Instagram

How are you going to contact them?

Social media and Phone number

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div></div> <p><b>Aex</b></p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>Role: Medical College Student</p> <p>Gender: Male Age: 22 years old Income : 10,000฿/Month Status: Single</p> <p>Aex is a medical student who wants to work in a multimedia field</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>" I think I don't like a medical anymore, I want to work as a Editer."</p>





Where are you going to find these people?

University, Social media

How are you going to contact them?

Email, Phone number, and Observation



 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div></div> <p><b>Itim</b></p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <p>Role : Highschool Student</p> <p>Gender : Female Age : 17 years old Income : 5,000฿/Month Status : Single</p> <p>Itim is a high school student who dreams to become a digital artist.</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <p>" I want to build my own art because I love it!"</p>

Where are you going to find these people?

School, Social media

How are you going to contact them?

Social media, Phone number, and Observation



# Thank You !

