

DMND Program

- **Which option did you choose?**

Udacity

- **If Udacity, which product did you choose?**

DMND Program

Marketing Objective:

DMND

Collect 1000 Email address within 1 week.

KPI: DMND

The KPI will be the number of the collected emails

Value Proposition

FOR *an Employee*

WHO *want to develop him self to start new career or his own business*

OUR *online Digital Marketing course*

THAT *offer the best learning methods*

UNLIKE *other institutes like Edx*

OUR OFFER *a real world projects, 1 on 1 technical mentor, personal career coach and career services and flexible learning options.*

Interview

1st interview.

1. Are you married?
Yes.
2. How old are You?
29 years
3. What is your annual income?
35k\$
4. Do You've a children?
Yes.
5. What is your education level?
Bachelor in Computer science.
6. What are you interested in?
Videogames, Reading and programming.
7. Is price or time a concern for the goals you want to achieve?
Yes.

2nd interview.

1. Are you married?
No.
2. How old are You?
22 years
3. What is your annual income?
18k\$
4. Do You've a children?
No.
5. What is your education level?
Highschool
6. What are you interested in?
Cars, Reading
7. Is price or time a concern for the goals you want to achieve?
Yes.

3rd interview.

1. Are you married?
Yes.
2. How old are You?
34 years
3. What is your annual income?
42k\$
4. Do You've a children?
Yes
5. What is your education level?
Bachelor in Law
6. What are you interested in?
Languages, Technology, Reading and Fishing.
7. Is price or time a concern for the goals you want to achieve?
Yes.

Empathy Map

Thinking <ul style="list-style-type: none">• Start his own business.• He think he is wasting too much time.• Develop him self.• He might lose his business.• He think to secure his family.	Seeing <ul style="list-style-type: none">• He see his friend business and he want to become like him.• He see the social media ads about online courses and business.
Doing <ul style="list-style-type: none">• He spend time in researches about the business that want to start.• He watch YouTube to learn new stuff.• He mostly look for free courses	Feeling <ul style="list-style-type: none">• He fear to start a business.• Anxiety to lose a job.• Bored of his job.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ol style="list-style-type: none">1. Age 34 years.2. Married.3. Income (42k \$)4. Have a children.	TARIQ	<ol style="list-style-type: none">1. Recommendations and help to start his business.2. Business courses.
Hobbies	Goals	Barriers
<ol style="list-style-type: none">1. Languages.2. Technology.3. Reading .4. Fishing.	<ol style="list-style-type: none">1. secure his family2. Leave his job.3. Start his business.	<ol style="list-style-type: none">1. Anxiety to lose a job.2. Fear to start his business because he thinks he might lose his a business and a job.