**Empathy phase :**

Identify your audience :

* **Segmentation of the audience**
  + The target audience is the people between 25-75
  + 80% of the audience is particulars and 20 % is agencies
  + 60 % of individuals are females
* **Persona**
* Sure, let's create personas for your copper faucet brand, taking into account both individual consumers and industry professionals:
* Sophia - Homeowner Persona:
* Age: 35
* Occupation: Marketing Manager
* Background: Sophia is a homeowner who takes pride in her home décor. She enjoys hosting dinner parties and loves to impress her guests with unique and stylish fixtures. She values quality and sustainability and is willing to invest in products that enhance the aesthetics and functionality of her home. Sophia spends time researching home improvement trends online and follows interior design influencers on social media for inspiration.
* Carlos - Homeowner Persona:
* Age: 45
* Occupation: Software Engineer
* Background: Carlos is a practical homeowner who is renovating his kitchen and bathroom. He appreciates craftsmanship and durability in the products he purchases for his home. Carlos is interested in eco-friendly solutions and prefers products made from sustainable materials. He values efficiency and wants fixtures that will last a long time without needing frequent repairs or replacements. Carlos relies on online reviews and recommendations from friends when making purchasing decisions for his home.
* Olivia - Interior Designer Persona:
* Age: 40
* Occupation: Interior Designer
* Background: Olivia is an experienced interior designer with a keen eye for detail and a passion for creating beautiful and functional spaces. She works with high-end clients who appreciate luxury and exclusivity in their homes. Olivia is always on the lookout for unique fixtures and finishes that will set her designs apart. She values suppliers who offer customization options and exceptional customer service. Olivia keeps up with industry trends by attending trade shows, networking with other professionals, and subscribing to design magazines.
* Max - CEO of Architecture and Design Agency Persona:
* Age: 50
* Occupation: CEO of Architecture and Design Agency
* Background: Max is the CEO of a prestigious architecture and design agency that handles large-scale residential and commercial projects. He oversees a team of architects, designers, and project managers and is responsible for delivering innovative solutions to clients. Max values partnerships with reliable suppliers who can meet tight deadlines and deliver high-quality products within budget. He prefers suppliers who offer customizable solutions to accommodate the unique requirements of each project. Max stays informed about the latest industry developments through professional networks, conferences, and industry publications.s
* **Define targets problems** 
  + Limited availability of copper faucet options
  + Installation complexities and potential maintenance concerns
  + Cost considerations and compatibility issues
  + Challenges with customization, supply chain reliability, and budget constraints
* Empathy card
* User journey