

Show, Don't Tell

Directions:

Create a script for a “couple of minutes” commercial with your group and “partner group.” The commercial will be acted out for the class. Your commercial should help the rest of the class understand who will use your product and why?

The commercial should be based around an experience of your customer(s). For example, rather than saying, “my customer uses the internet to find hotels”, we want you to act as your customer would while searching for hotels. What were they doing immediately before searching for a hotel? What caused them to search for a hotel? Is it a wedding invite received in the mail? Are they now booking from their home or in a cab on the way to the airport. Talk aloud to a friend or think aloud as the customer searches. What are they seeing? Why is the process difficult? How will they hear about your product? Does a friend or the cab driver tell them? What is their experience while using your product? What features do they use? Are they happy?

The purpose is for you to take on the mentality of your customers, and demonstrate proficiency in respect to this mentality. It should also require no specialized, technical knowledge for us as audience members to understand the benefits of your product.

As always, be creative (and respectful). Everyone can be an actor, and now it's your time to shine. And please involve everyone in some capacity, even if it's in a simple role. More people means there should be more opportunities for creativity.

We want this to be fun, but the overarching purpose is for everyone to understand:

1. Who is your customer?
2. Why are they are not served by current features in the marketplace?
3. Why do your product's features appeal to them?
4. How will they engage with your product?
5. How does your product provide value?