

# Smart learning plan (training)

Dear Oksana,

These recommendations are designed to support your preparation for module 2.

## Learning objectives

1. **Clarify and Define Your Business Idea:** Use AI tools to refine your concept of selling handmade accessories, focusing on unique selling points and target audience.
2. **Conduct Competitor and Market Analysis:** Utilize AI to analyze competitors in the fashion accessories market, identifying trends and gaps that your business can fill.
3. **Create Customer Personas and Map Customer Journeys:** Develop detailed customer personas for your target audience and outline their buying journey using AI tools to enhance your marketing strategy.
4. **Analyze Customer Insights:** Leverage AI-powered methods to gather and interpret customer insights, helping you make informed decisions about product offerings and marketing strategies.

## Assignments

### Business Idea Refinement:

- Use a generative AI tool (like ChatGPT) to brainstorm and refine your business idea.
- Prompt: "Help me define a unique selling proposition for my online store selling handmade accessories."
- Document the process and the ideas generated, explaining how they align with your passion for fashion.

### Market Analysis:

- Conduct a PESTEL analysis using AI tools to understand the external factors affecting the fashion accessories market in Estonia.
- Prompt: "What are the current trends and challenges in the fashion accessories market in Estonia?"
- Summarize your findings and reflect on how they can influence your business strategy.

### Customer Personas Creation:

- Create at least three customer personas using an AI tool to help visualize your target audience.

- Prompt: "Generate customer personas for an online store selling handmade jewelry and scarves."
- Present the personas and map out their customer journey from awareness to purchase.

### **Customer Insights Analysis:**

- Use AI to analyze social media trends related to fashion accessories, focusing on customer preferences and behaviors.
- Prompt: "What are the current customer preferences in the handmade accessories market based on social media trends?"
- Compile your insights and discuss how they can inform your product development and marketing strategies.

We hope these recommendations will help you prepare for module 2. If you have any questions, please contact your teachers.