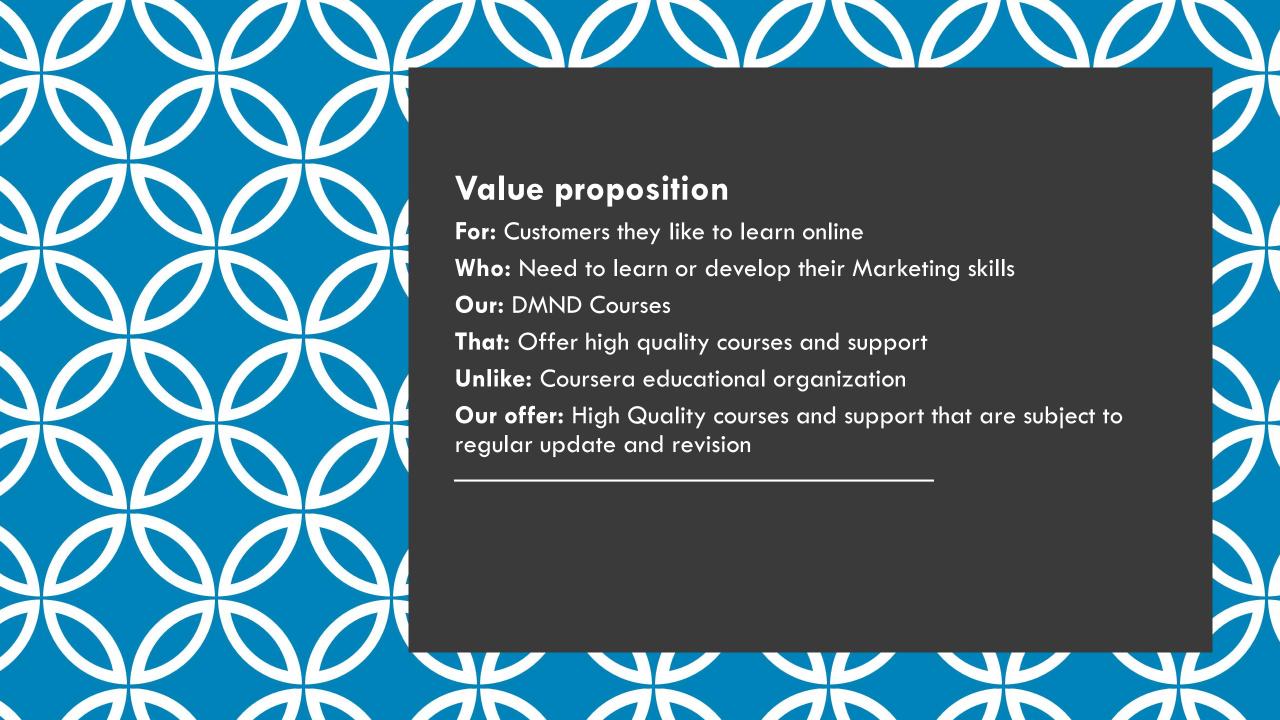




Marketing Objective: udacity might have a marketing objective: sell 1500 DMND courses in December 2022



**KPI:** the number of DMND courses sold in December 2022



# The Interview link

https://docs.google.com/document/d/18vDr4ZJdQu\_L8rTEal7hjv24cEyFb1Slw0-5bze1tCw/edit?usp=sharing

### **Empathy Map**

#### **Thinking**

Lack of planning, information, and mentorship

The education is very important

Wants to hiking-Travel-designing

She is rich

Get a technical courses

Start a Graphic Design Business

Be financially free

The two children

Wants a clear plan and build a relationships with experts and influential people

Start a a Fashion Design ,Web Design Business

Buy a house in Tallinn-Rome-Berlin

Owner of a fashion design company

Build relationships with experts and influential people

#### Seeing

Graphic design

Web design

Fashion design

Nature

Some countries and cities

Books

Magazines

Internet

Her two children

New houses

#### Doing

Working as a part of team-Change her career

Barista - data entry - receptionist

Previously worked as a barista

Work as a graphic designer

Reading-Designing-Traveling-Volunteering-Learning-Hiking

Browse the Internet-Browse magazines

#### Feeling

Not happy

**Distracted** 

Worry

Worry about the children's future

Fear

## Target persona

| Background and Demographics   | Target Persona<br>Emilia  | Needs   |
|---|---|---|
| 29 years old German girl She has two children She has Graphic Design Bachelor's Degree Her annual income 25,000 EUR |   | Wants to develop her skills  Technical courses  Clear plan  Build a relationships with experts and Influential people |
| Hobbies   | Goals   | Barriers  |
| Hiking  Designing  Reading  | Start a Graphic Design Business  Buy a house in Berlin  Be financially free | Lack of Planning, Mentorship, and information Distraction Lack of Mentorship Fear                                     |