



UDACITY'S DMND PROGRAM

B2C





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

Value proposition

For: Customers they like to learn online

Who: Need to learn or develop their Marketing skills

Our: DMND Courses

That: Offer high quality courses and support

Unlike: Coursera educational organization

Our offer: High Quality courses and support that are subject to regular update and revision

The Interview link

https://docs.google.com/document/d/18vDr4ZJdQu_L8rTEal7hiv24cEyFb1Slw0-5bze1tCw/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 Emilia	Needs
<p>29 years old</p> <p>German girl</p> <p>She has two children</p> <p>She has Graphic Design Bachelor's Degree</p> <p>Her annual income 25,000 EUR</p>		<p>Wants to develop her skills</p> <p>Technical courses</p> <p>Clear plan</p> <p>Build a relationships with experts and Influential people</p>
Hobbies	Goals	Barriers
<p>Hiking</p> <p>Designing</p> <p>Reading</p>	<p>Start a Graphic Design Business</p> <p>Buy a house in Berlin</p> <p>Be financially free</p>	<p>Lack of Planning, Mentorship, and information</p> <p>Distraction</p> <p>Lack of Mentorship</p> <p>Fear</p>