Customer Segment & Empathy Mapping

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Table of Contents

UN Goal:

Goal 4 - Quality Education [1]
"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" [1]

Buyer Persona:

Our design challenge focuses on quality education and promoting lifelong learning opportunities for all. The potential users of our solution would be teachers and students.

Student:

Rahul is an undergrad student, and he is finding sources to study a topic he was taught in the class. Rahul found the topic Computer Networks very interesting, and he wants to explore more regarding that topic, but Rahul is confused about where to start and from which resource to start. Rahul also has a tight schedule, including his additional housework at home and taking care of her younger sister. So, time management is one of the challenges faced by Rahul presently. Rahul motivates himself by planning a proper schedule and following it regularly. Rahul uses various platforms like YouTube, podcasts, workshops, and social media to update his knowledge daily.

Teacher:

Anita is a Physics teacher from a reputed institute, and she feels education plays a significant role in life. Anita is passionate about her subject and thinks to constantly uplift and improve her Physics knowledge and deliver the same to the students. She believes in quality education by following the best teaching practices. Anita records her classroom session regularly and uploads all her research, findings, and explanation of the online platform's concepts, and believes that the present education system is now commercialized. So, she provides free access to several students who cannot attend the institute due to a lack of funds. Anita is dedicated to providing equal opportunities to all the students and encouraging students to keep their interest in studies by organizing various educational debates, quizzes, and workshops.

Customer Segmentation:

1. Geographic characteristics

   - City
   - State/Province
   - Country

2. Demographic characteristics

   - Age
   - Gender
   - Educational Qualification
   - Marital Status
   - Profession

3. Psychographic characteristics

   - Value for importance of Education
   - Satisfaction on current Education Quality
   - Career Interests
   - Satisfaction with available resources
   - Self-Motivated

4. Behavioural characteristics

   - Online Resources Usage
   - Benefits Sought
   - Clarity of requirement
   - Willingness to acquire resources

After deciding our persona and customer segmentation characteristics we designed a online survey using Google forms to help us with empathy mapping. We invited our potential audience via different social media posts and emails to participate in this survey.

Google Form Link - https://forms.gle/mZx5uq66J7CrAQvG9

Empathy Mapping:

1. How do the target respondents think and feel?

   - "Education plays an important role in life."
   - "Education helps to grow as a person."
   - "More activities in school and cater broad spectrum of learning things in a practical way."
   - "Education is the greatest asset in one's life."
   - "Education is a mode of empowerment."
   - "Every field needs constant uplifting and improvement."
   - "Current education system is very narrow."
   - "More activities in school and cater broad spectrum of learning things in a practical way."
   - "Quality of education can be improved."
   - "I think education needs some restructuring."
   - "Education is a base for fighting for right things."
   - "Education lays a foundation."
   - "Education helps us to adapt easily."

2. What do they hear?

   - "YouTube to learn new things. "
   - "Online resources to learn ASL. "
   - "Free courses on the internet. "
   - "Podcast from experts. "
   - "TEDx Talks"
   - "Industry experts."
   - "Social Media"
   - "Workshops"

3. What do they see?

   - "Things are changing every day."
   - "Online education was a difficult transition."
   - "Current education is broken, and there is no consistency."
   - "Current education is now commercialized."
   - "Today's education prepares the students only to some extent."
   - "Education in Canada is getting very expensive."
   - "Part-time jobs help in learning a lot of skills."
   - "Group activities like discussions and debates help in learning."
   - "Piling up things till the last minute causes a failure."

4. What do they say and do?

   - "Practicing more gives the confidence to face new challenges."
   - "Wants to use a personal tutor."
   - "Want to study the concepts in-depth."
   - "Education should be made available with good quality."

- "Institute should give equal opportunities to all the students."
- "Appropriate resources should be provided to all students in their respective areas."
- "Facilitate better communication between professors and students."
- "Quality education means having excellent facilities in his school or college, well-skilled teachers, the right equipment, assessments, providing value-based education."
- "Education should prepare students for all the challenges."
- "Quality education is when students are asked to think beyond the classroom."
- "Students should connect concepts to real-world scenarios."
- "Want to do well, be content and always feel excited."
- "We should focus on project-based learning."
- "Want to become skilled."
- "Want to solve real-life business problems."
- "We should adopt activity-based teaching."
- "Teach more ethical and moral values."
- "Adapt to different and newer teaching methodologies."

5. What is their pain?

- "Can't find enough and valuable resources."
- "Lack of time management."
- "Keeps forgetting things learned before due to lack of practice."
- "Lack of proper infrastructure."
- "Better Internet connectivity"
- "Help with university fees due to huge international student fees."
- "No encouragement for a particular career the wants to be pursued."
- "Financial Issues"
- "Doubtful about ROI on Education"
- "Lack of emotional support."
- "Require more Teaching/Learning Materials (TLMs)"
- "Require more support for online resources."
- "Require more lab equipment."
- "Considering student health as a priority."
- "Burden on single parent."

6. What is their gain?

- "Grow as a person."
- "Having a better grip on the concept."
- "Become a better version of ourselves each day."
- "Achieve to the potential by participating in extra-curricular activities."
- "Become productive & active members of the society."
- "Have more opportunities."
- "Empowerment"

References:

[1] United Nations. "Goal 4: Quality Education", *Un.org*. [Online]. Available: https://sdgs.un.org/goals/goal4. [Accessed: Feb. 19, 2021]

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