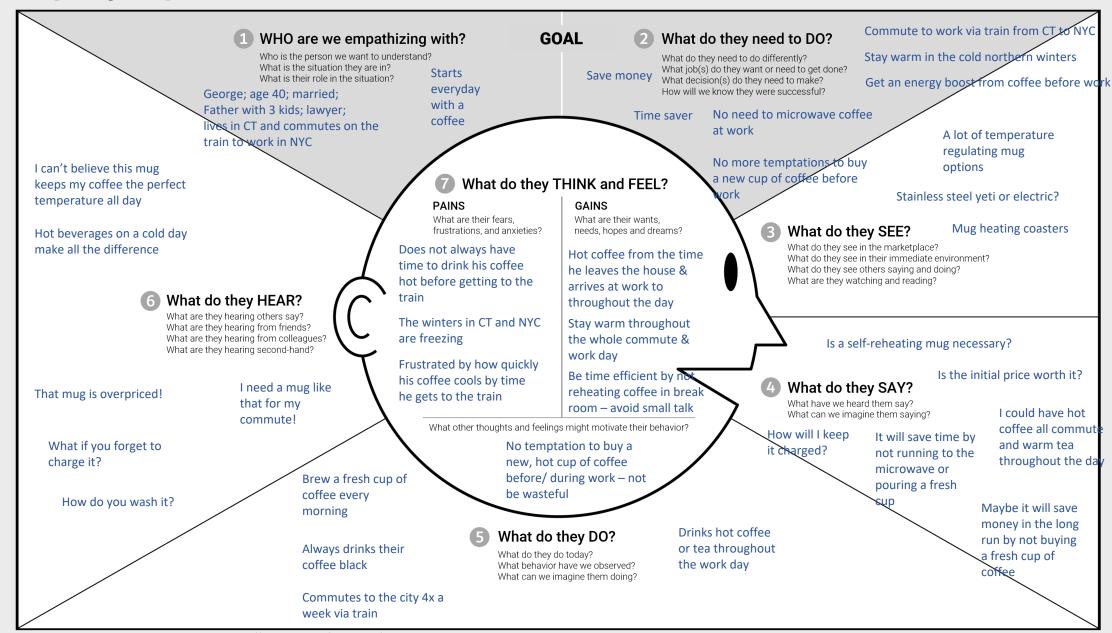
Designed for:

Designed by:

Date:

Version:



PERSONA CANVAS



Needs a constant stream of caffeine to keep him going throughout the day

Traffic on the way home from the train

Economic inflation

Passed up on the last promotion opportunity

NEGATIVE TRENDS

Negative trends from the environment

Hectic schedule

Workload and commute affects his family

The long commute to work 4x a day

HEADACHES

Professional and work related issues

Worried about neglecting one of his responsibilities

Fears his kids will resent him for always being at work

FEARS

Personal issues Anxiety regarding work/ life balance



To be successful with his career and as a present Father

More time in the day



NEED

What does this person really want?

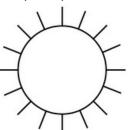
George lives in CT with his wife and 3 kids. He is 40 years old and is a corporate lawyer in NYC. He commutes via the train 4x a week to the office. He enjoys family time, but is very dedicated to building his career. He runs on caffeine to keep himself fueled during his long commute, work day, and activities with his kids.

NAME

George Bitler (40M)

COLF Lawyer in NYC; Father to 3

Popularization of corporate law hybrid options



Very organized

Always on time

His company offered a new stipend to pay for his daily commute

POSITIVE TRENDS

Positive trends from the environment

A partner at his firm is retiring soon and a position may be available soon

A local consulting firm is hiring and reached out via LinkedIn Loves his career and takes pride in his hard work and accomplishments

OPPORTUNITIES

Professional and work related positive outcomes

Become partner at his law firm

Be a good role model for his kids

Have a good relationship with his family

Maybe start a local law firm to avoid time spent away from family

Personal goals and hopes

HOPES

The Value Proposition Canvas

High-Tech, selftemperature regulating mug that provides customizable convenience

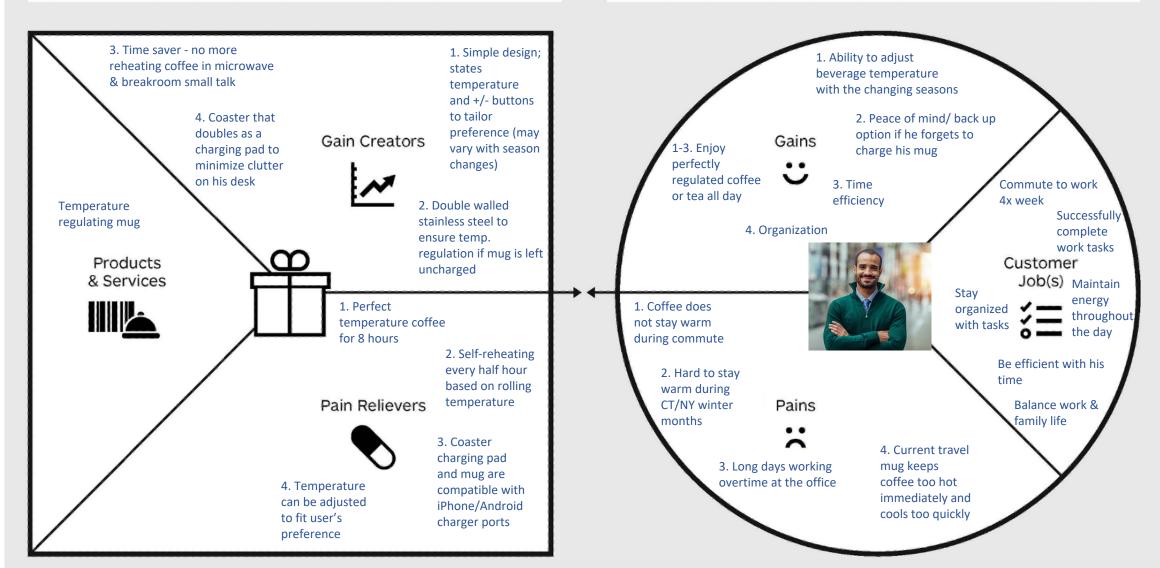
Value Proposition

customizable convenience to help fuel a busy day



Customer Segment

White collared millennials who commute to big cities (NYC, Chicago, etc.)



STORYTELLING CANVAS



SUBJECT

It's about George, a busy father of three and lawyer that commutes What is the story about? into the city 4x a week. The winters in the city are cold so it's imperative his coffee stays warm so he can stay focused and energized for his long work day.

GOAL

What do you want to achieve with this story?

To communicate the value of our product to our target audience through an empathetic lens.

To promote the high-tech selftemperature regulating mug to white collared workers who work long days and have long work commutes

AUDIENCE

What is your story's audience? What are their needs?

White collar millennials who commute or have long work days

Those who need an efficient way to keep their beverages long for an extended period of time

BEFORE

What does your audience think, feel, know, want, before they have experienced your story?

They have long commutes to busy work days that always look different.

They think the mug will be a hassle to keep charged and fear the hassle of technological malfunctions.

They want to feel productive through efficient time management, organization, and completion of tasks.

They want their beverage to stay warm throughout their entire commute and work day.

1. SET THE SCENE

What do you need to introduce? What should be set up or explained?

> The scene will introduce George and the hectic morning he has before leaving for the train.

George's mug is placed on a coaster in the kitchen aesthetically "charging."

He fills his cup and the temperature stays perfectly regulated.

The story should illustrate the cold weather, long commute from CT to NYC. and perfectly temperature regulated mug.

2. MAKE YOUR POINT

The audience's A-Ha moment.

George drinks a perfectly warm coffee throughout the entire commute. He is warm enough by the coffee that he removes his jacket (further communicates the coffee keeping him warm).

George arrives to work on time; he is fully energized and happy. He is not tempted to buy a fresh, hot cup of coffee before work or reheat his coffee in the break room.

George places his mug on the sleek charging coaster when he arrives to work. His desk is very organized with minimal clutter.

3. CONCLUSION

The end of your story. What is the conclusion? What is your call to action?

George quickly completes his tasks by avoiding small talk in the breakroom while he reheats his coffee.

George seamlessly keeps his mug charged by placing it on the charging coaster. Easy organization.

George refills his mug with hot tea to relax after a long work day and to keep him warm on his long commute back home in the cold winter.

Customers who commute can see value in the efficient luxury of a self-regulated mug; they are called to consider the benefit of a perfectly regulated beverage to carry them through their long commute and overloaded work day.

AFTER

What does your audience think, feel, know, want, after they have experienced your story?

> There is a way to seamlessly charge the mug with no extra added clutter (most people already use coasters)

The mug perfectly regulates the temperature of your beverage for 8 hours.

The mug can be used for an energy kick through morning coffee or as a de-stressing cup of tea on the way home.

The audience thinks the hightech mug may be a great investment to keep them warm through their long commute.

George's story is a testament to how a small luxury can successfully impact ones day in being happier and efficiently managed.

Customer Journey Canvas

Persona: George Bitler

<u>Description</u>: age 40; married; Father with 3 kids; lawyer; lives in CT and commutes on the train to work in NYC

Opportunity Lead (** Visit MQL SQL Customer Receives George forgets Seeks more Makes the **Customer hears** Visits the Hightargeted to purchase the information by purchase and it about it from a tech mug marketing email item and is co-worker who clicking an is shipped to his website to after adding the emailed a affiliate link door also commutes browse prices discount for an mug to cart from his to NYC and read extra charging days ago favorite reviews coaster youtuber Sales team It's an ongoing Show interest by determines his Visit takes place Has already shown Sales team runs process beyond providing email readiness for a interest and now a few hours a promotion to the first sale engagement upon entering further engages in after word of finalize the sale purchase which takes 2 website - minutes product info (such as mouth which occurs the technology) davs after visit the next day which occurs over the course of a week. Adds item to cart Complains about Needs the product Need to feel like he Need: Is it worth giving Why does this Will this product be reheating his coffee quality to be as received a good this product a voutuber better than my described after a long, cold deal and will not be chance? recommend this current Yeti mug? Is stainless steel heat commute to cohindered by the product? How does it worth the large workers in the retention if product product – an extra the technology price tag and hassle dies. Good break room: seeks coaster allows him work? Would this of charging? guidance on tips for customer service to charge at work & be a solution for for issues a better experience home. me?

Value Matrix

| Persona Name | Pain Points | Product Value | Message |
|---------------------------------------|--|---|---|
| George (Buyer/user) | Always cold on his long commute to work Frustrated by how quickly his coffee cools Needs energy for a long work day | High-tech temperature regulating mug keeps him warm on his commute with long lasting hot beverages Warm temperature entices the user to enjoy their coffee and aids energy | -Simple luxury can have lasting effects on ones mood and energy |
| George's Office (Facilitators) | -Employee happiness and productivity lacks by employees arriving cold and tired after commuting to the office -Employees spend more time in the break room talking as they reheat their coffee | -Customers arrive to work warm and refueled thanks to the warm coffee their mug gives them -More productivity due to the elimination of break room small talk (more time efficient) | -The perfect temperature keeps the team more productive and happy |
| Social Media/ YouTube (Influencer) | -No suitable brand collaboration | -Supportive brand community and access to exclusive deals and products | -Together, we can tackle the work day |