

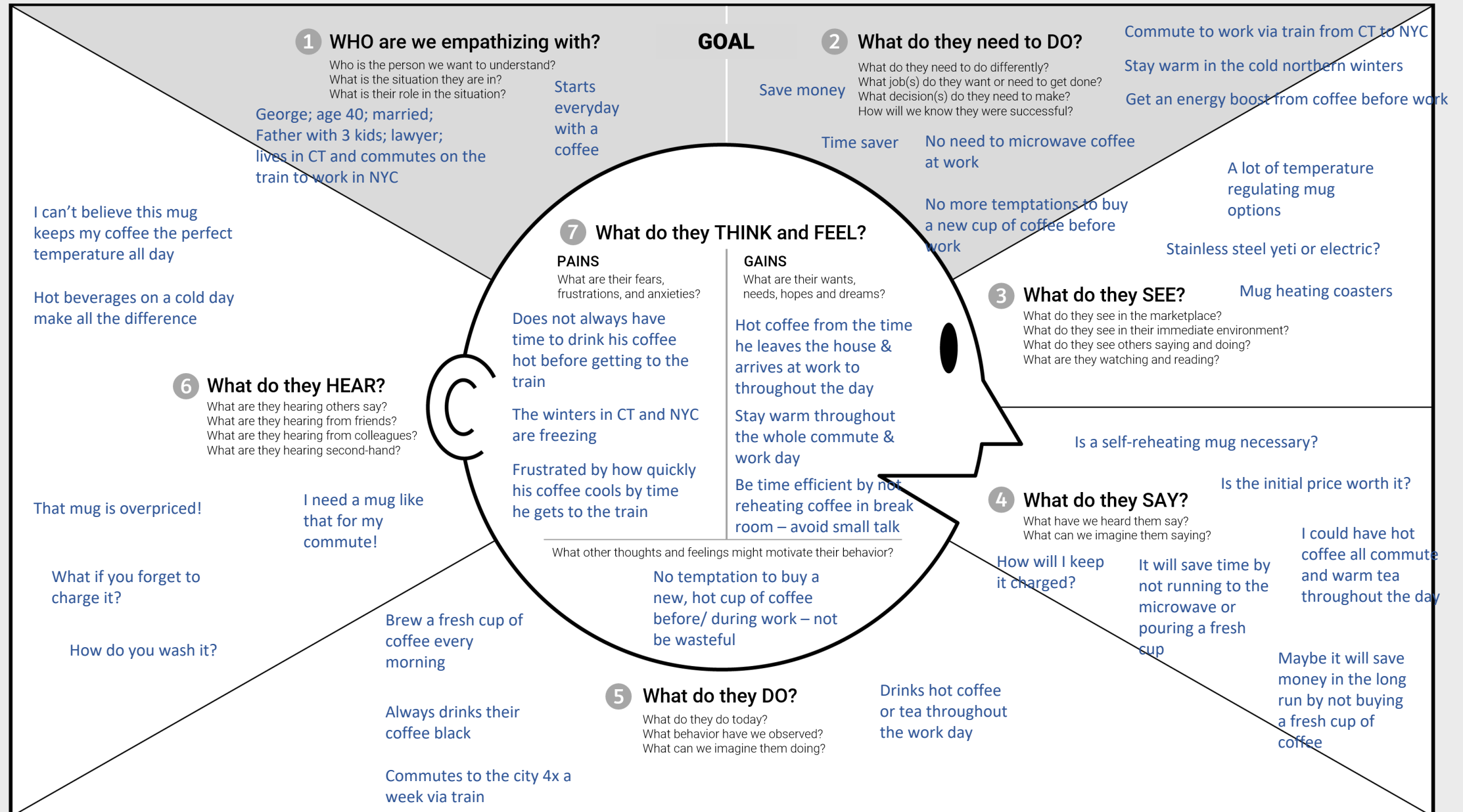
# Empathy Map Canvas

Designed for:

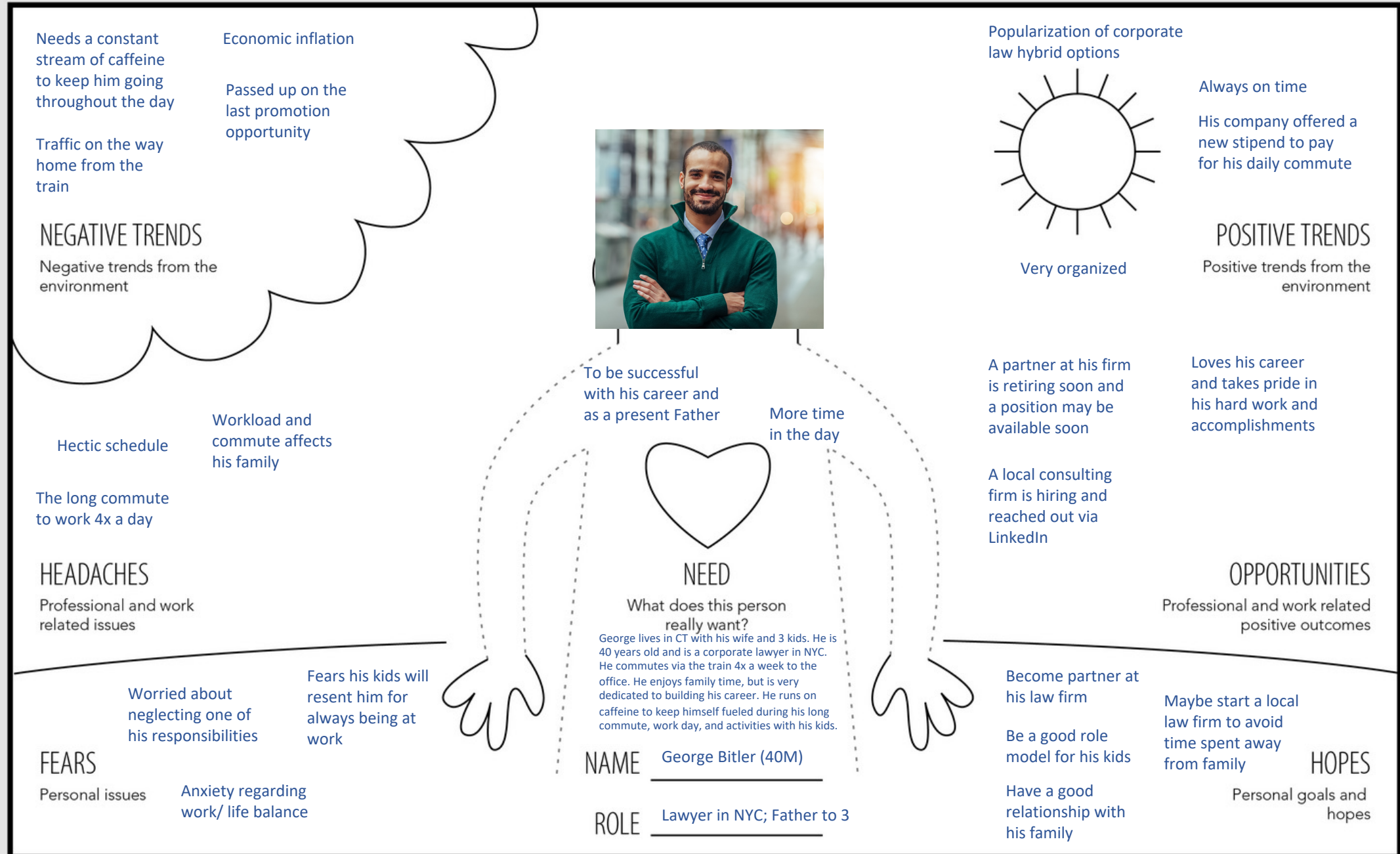
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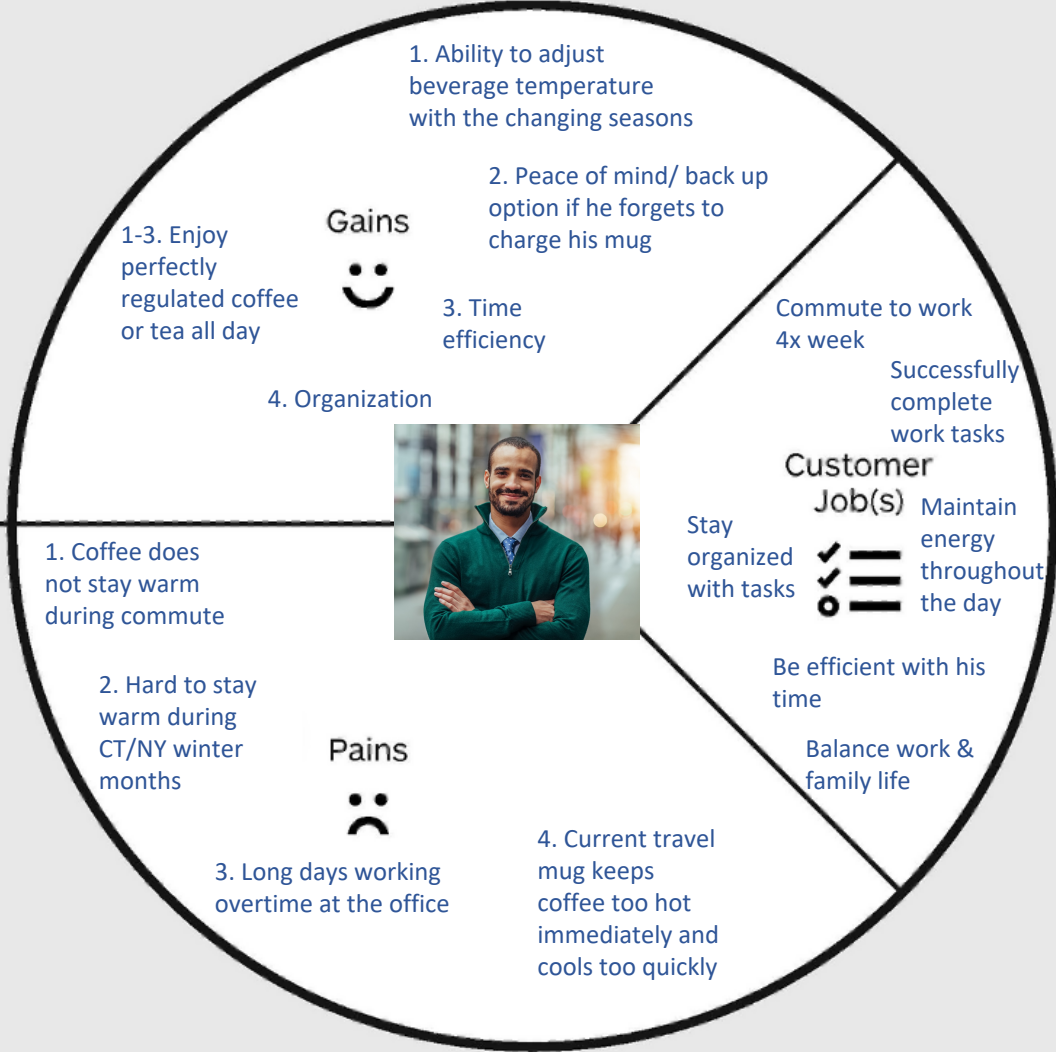
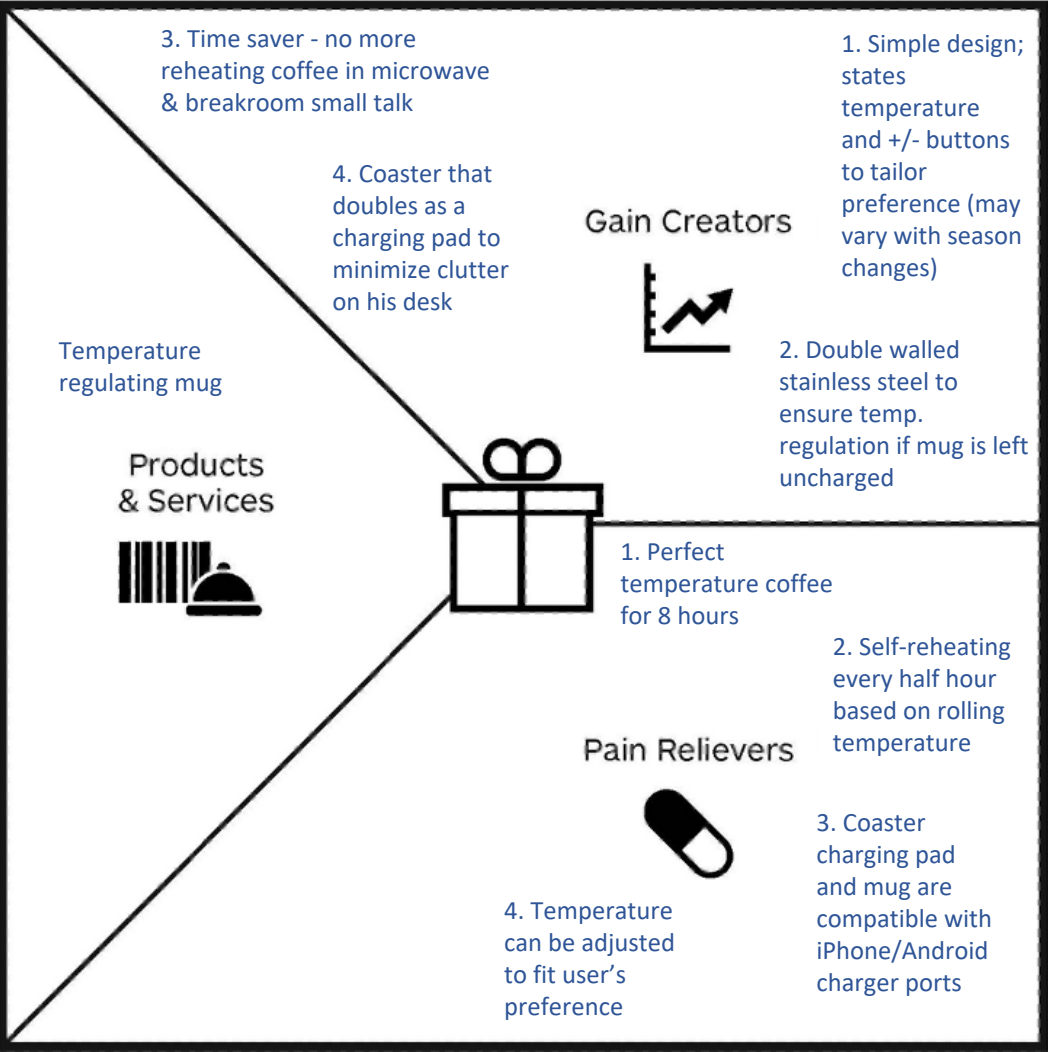
# PERSONA CANVAS



# The Value Proposition Canvas

**Value Proposition** High-Tech, self-temperature regulating mug that provides customizable convenience to help fuel a busy day

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



# STORYTELLING CANVAS

<b>SUBJECT</b> What is the story about?	It's about George, a busy father of three and lawyer that commutes 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.	<b>GOAL</b> 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 self-temperature regulating mug to white collared workers who work long days and have long work commutes	<b>AUDIENCE</b> 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
<b>BEFORE</b> What does your audience think, feel, know, want, before they have experienced your story?	<b>1. SET THE SCENE</b> What do you need to introduce? What should be set up or explained?	<b>2. MAKE YOUR POINT</b> The audience's A-Ha moment.	<b>3. CONCLUSION</b> The end of your story. What is the conclusion? What is your call to action?	<b>AFTER</b> What does your audience think, feel, know, want, after they have experienced your story?	
<p>They have long commutes to busy work days that always look different.</p> <p>They think the mug will be a hassle to keep charged and fear the hassle of technological malfunctions.</p> <p>They want to feel productive through efficient time management, organization, and completion of tasks.</p> <p>They want their beverage to stay warm throughout their entire commute and work day.</p>	<p>The scene will introduce George and the hectic morning he has before leaving for the train.</p> <p>George's mug is placed on a coaster in the kitchen aesthetically "charging."</p> <p>He fills his cup and the temperature stays perfectly regulated.</p> <p>The story should illustrate the cold weather, long commute from CT to NYC, and perfectly temperature regulated mug.</p>	<p>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).</p> <p>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.</p> <p>George places his mug on the sleek charging coaster when he arrives to work. His desk is very organized with minimal clutter.</p>	<p>George quickly completes his tasks by avoiding small talk in the breakroom while he reheats his coffee.</p> <p>George seamlessly keeps his mug charged by placing it on the charging coaster. Easy organization.</p> <p>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.</p> <p>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.</p>	<p>There is a way to seamlessly charge the mug with no extra added clutter (most people already use coasters)</p> <p>The mug perfectly regulates the temperature of your beverage for 8 hours.</p> <p>The mug can be used for an energy kick through morning coffee or as a de-stressing cup of tea on the way home.</p> <p>The audience thinks the high-tech mug may be a great investment to keep them warm through their long commute.</p> <p>George's story is a testament to how a small luxury can successfully impact ones day in being happier and efficiently managed.</p>	



# Customer Journey Canvas

Persona: George Bitler

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



# Value Matrix

Persona Name	Pain Points	Product Value	Message
George (Buyer/user)	<ul style="list-style-type: none"><li>- Always cold on his long commute to work</li><li>- Frustrated by how quickly his coffee cools</li><li>- Needs energy for a long work day</li></ul>	<ul style="list-style-type: none"><li>- High-tech temperature regulating mug keeps him warm on his commute with long lasting hot beverages</li><li>- Warm temperature entices the user to enjoy their coffee and aids energy</li></ul>	-Simple luxury can have lasting effects on ones mood and energy
George's Office (Facilitators)	<ul style="list-style-type: none"><li>-Employee happiness and productivity lacks by employees arriving cold and tired after commuting to the office</li><li>-Employees spend more time in the break room talking as they reheat their coffee</li></ul>	<ul style="list-style-type: none"><li>-Customers arrive to work warm and refueled thanks to the warm coffee their mug gives them</li><li>-More productivity due to the elimination of break room small talk (more time efficient)</li></ul>	-The perfect temperature keeps the team more productive and happy
Social Media/ YouTube (Influencer)	<ul style="list-style-type: none"><li>-No suitable brand collaboration</li></ul>	<ul style="list-style-type: none"><li>-Supportive brand community and access to exclusive deals and products</li></ul>	-Together, we can tackle the work day