



**Get a piece of paper
or open a notes app.**

You're going to need it.



3 MINUTES — GO!

Find your 3 specific search terms.

I'll wait.



Time's up!

Type **ONE** of your search terms in the chat.

Workshop Step 2: MATCH◎

Now write a "Search Story" for **ONE** of those terms:

- Who is the specific person searching this?
- What occasion or need brought them to Etsy **TODAY**?
- What problem are they trying to solve?
- What do they **NEED** this design to do?



3 MINUTES — GO!

Write YOUR search story.

I'll wait.



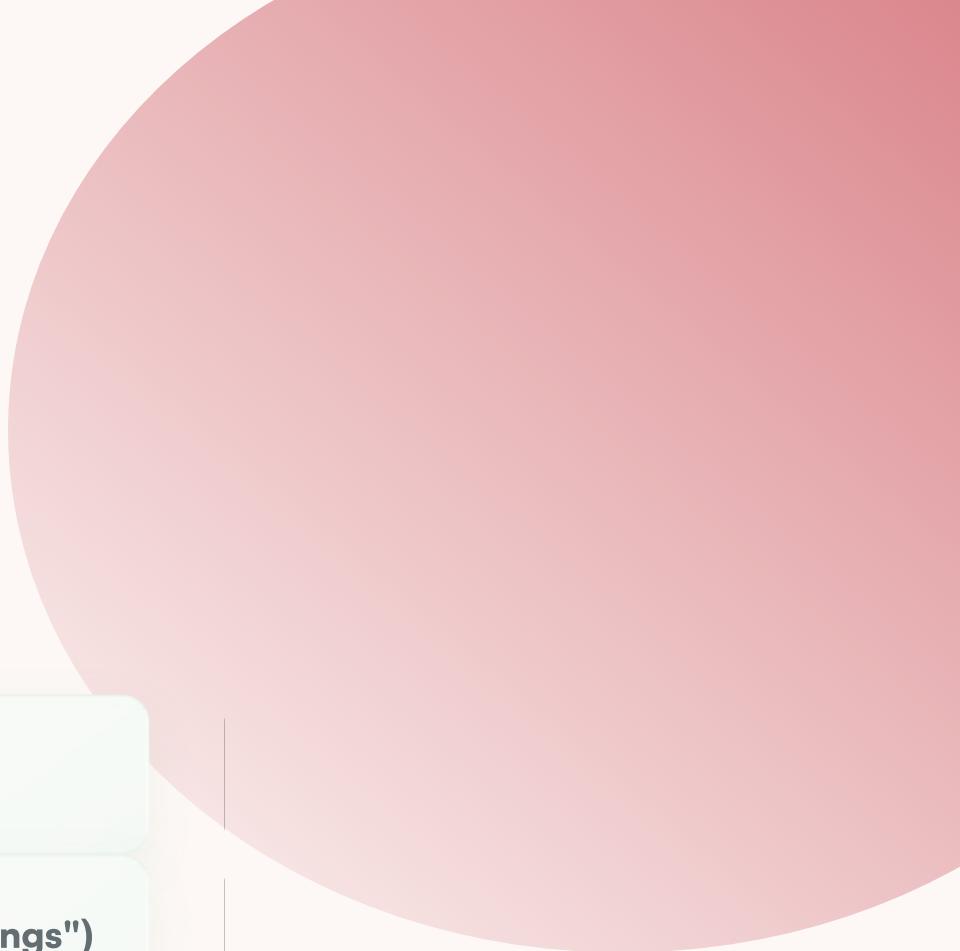
Time's up!

Who wants to share their Search Story?



Congratulations

You Have a Winner Hypothesis



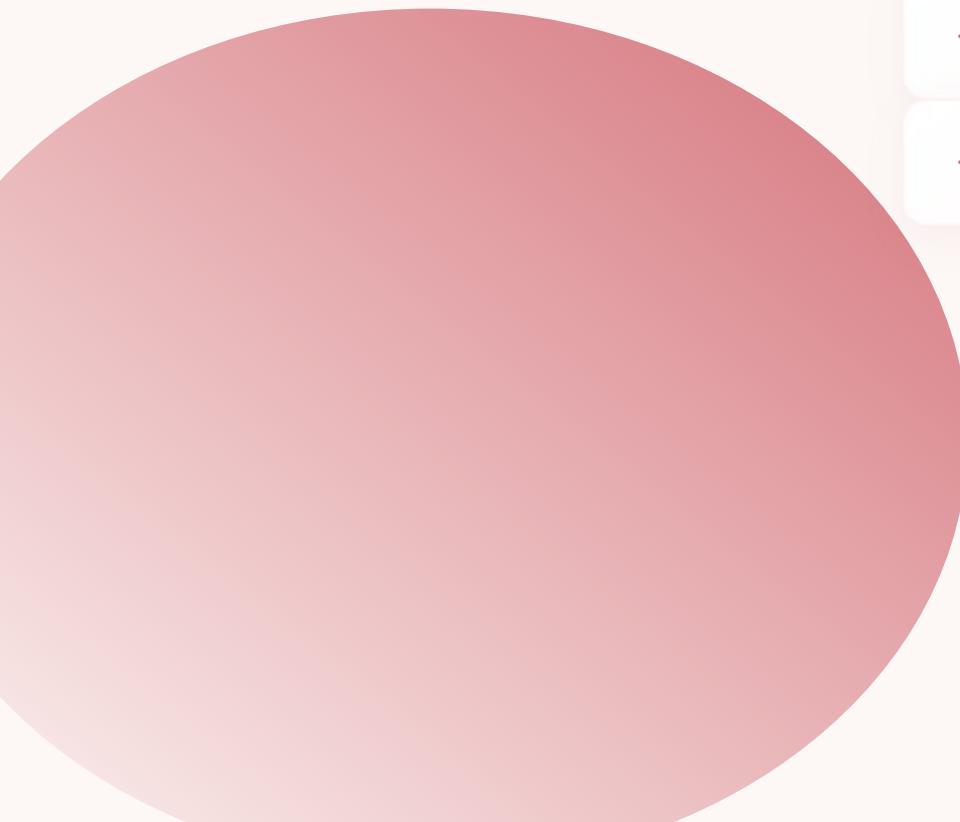
What you now have:

-  A demand-backed search term (not a guess)
-  A specific buyer profile (not "women who like pretty things")
-  The foundation for a strategic product

This is **NOT** a guarantee of success.

It's a hypothesis — an educated guess based on real data.

But it's **infinitely better** than
~~"I made what I thought was pretty."~~



Come to Day 3 ready to share:

→ **What you created**

→ **What search term you targeted**

→ **How it felt to design WITH direction (vs. designing blind)**

I want to hear about it.