



**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🎯

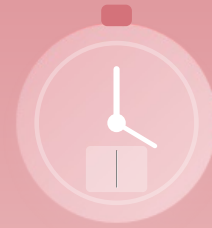
Now write a "Search Story" for **ONE** of those terms:

→ 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.**