



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.