

Understanding the Problem, A Hands-on Activity

Objective: To help students understand the problem they are trying to solve, identify pain points and opportunities, segment their market, position their product, and understand user needs and problems using user personas and user journey maps.

Instructions:

Identify a new product/service idea and start working on the activity.

- Identifying Pain Points and Opportunities:
 - Brainstorm a list of potential pain points and opportunities related to a product or service they are interested in creating.
 - Encourage students to think about their own experiences, as well as the experiences of others, to identify potential pain points and opportunities.
 - Write them as a list.

- Market Segmentation:
 - Think about demographics, psychographics, behavior, and other factors that might be relevant to the product or service.
 - Label each category with a descriptive name, and ask them to create a brief description of each category.
- Market Positioning:
 - Brainstorm a list of potential market positions, and encourage them to think about how they might differentiate their product or service from others in the market.
 - Select one or two potential market positions that you think would be most effective, and explain your reasoning.

- Understanding User Needs and Problems:
 - Fill out the user persona template, including details such as age, gender, goals, challenges, and behaviors.
 - Create a user journey map that illustrates the user's experience with their product or service, from initial awareness to post-purchase evaluation.
 - Think about the user's thoughts, feelings, and actions at each stage of the journey, and to identify potential pain points or opportunities for improvement.

- Wrap-up:
 - Summarize the key takeaways from the activity.

Please submit a one version PDF file to LMS.