

GSL Day 3

Describing the Problem: Markets, Profiles, and Personas

Why Describe the Problem?

If you know the enemy and
know yourself, you need
not fear the results of a
hundred battles.

-- Sun Tzu



What must you describe?

- Market size
- Companies competing in the market
- Pricing schemes
- Business models
- User demographics
- User personalities
- User spending habits



Characterizing Markets

...Market research... is increasingly perceived as being not just responsible for the organization of research, but also for sharing and distributing knowledge and expertise in a credible and convincing way.

– Christoph Palmer and Sigrid Schmid, GIM

Total Addressable Market (TAM)

- # Users x Price = Total Addressable Market
 1. Population of city
 2. # People in city who need service
 3. # of those who will pay for it
 4. Price we will charge



Describe with Numbers

- How big is the market? (population and dollars)
- By how much is it growing?
- How many competitors? What is their market share?



Users

User experience is everything. It always has been, but it's undervalued and underinvested in. If you don't know user-centered design, study it. Hire people who know it. Obsess over it. Live and breathe it. Get your whole company on board.

– Evan Williams, Co-Founder, Twitter



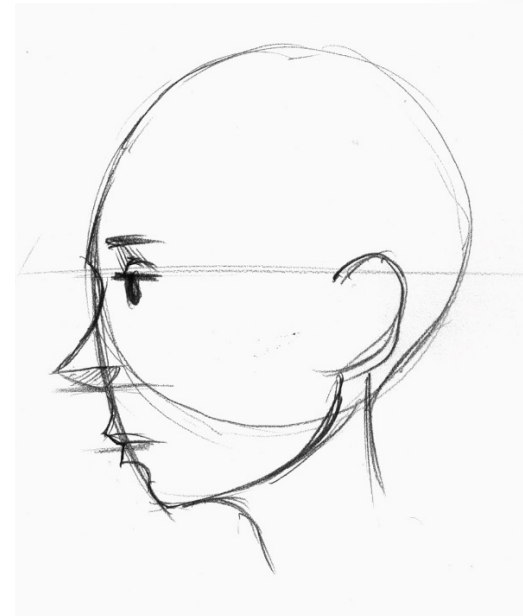
User-Centered Design

User-centered design means understanding what your users need, how they think, and how they behave - and incorporating that understanding into every aspect of your process.
– Jesse James Garrett



Profile

- What type of person will be using your product?
- What demographics?
- Any defining characteristics?
- Base this upon real-world research.



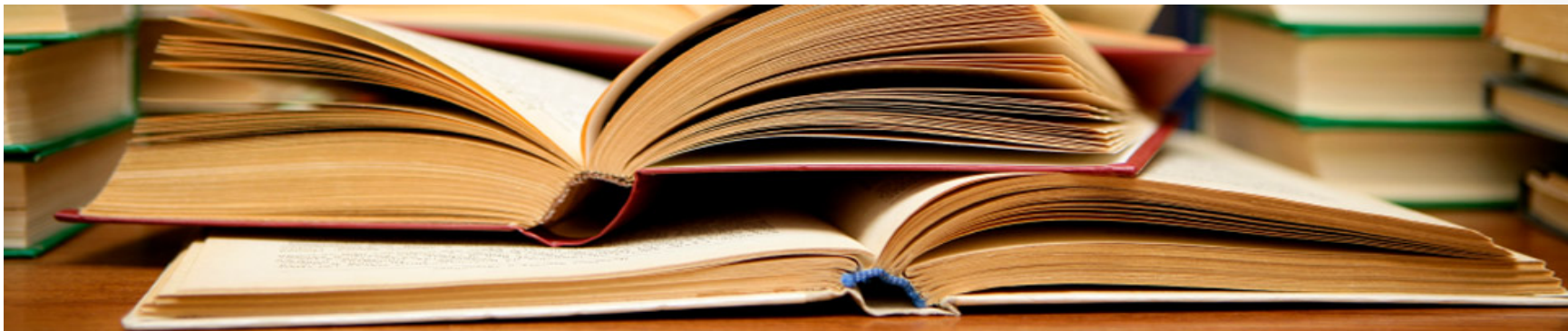
Persona

- Create a specific person.
- Fill in the details. What do they like to do for fun, etc?



Time to Research

1. Religious Conflict
 - Market Description
2. Censorship
 - TAM
3. Water Pollution/Shortages
 - User Profile
4. Energy Efficiency
 - Persona



Presenting

- 5 min exactly
- Characteristics of your market
- Your persona

