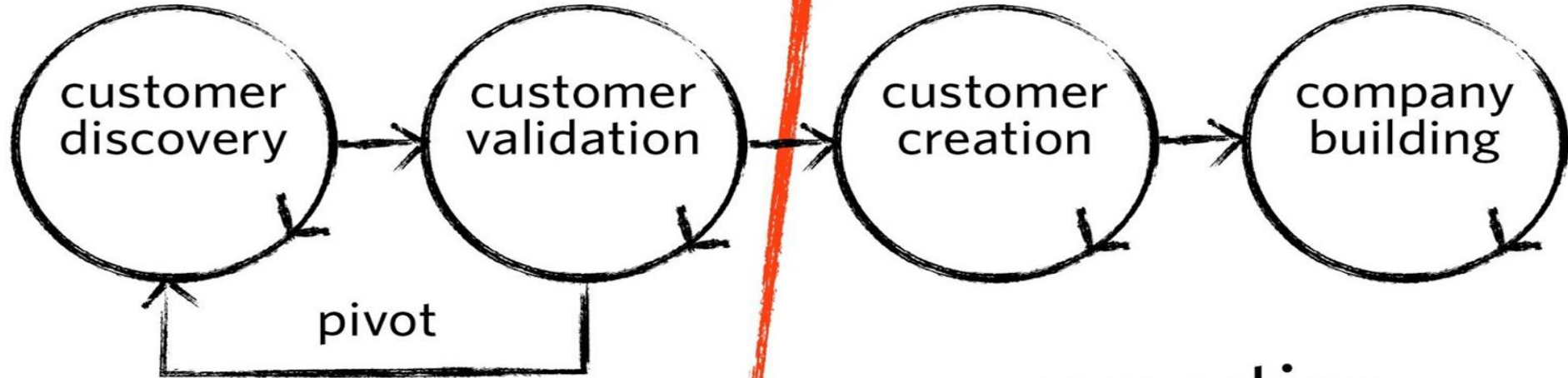
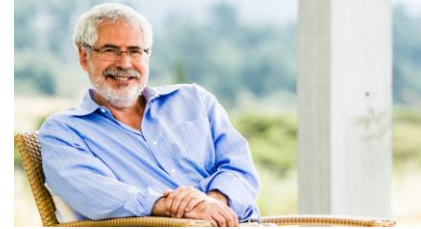


search



execution

tìm kiếm

khám phá  
khách  
hàng

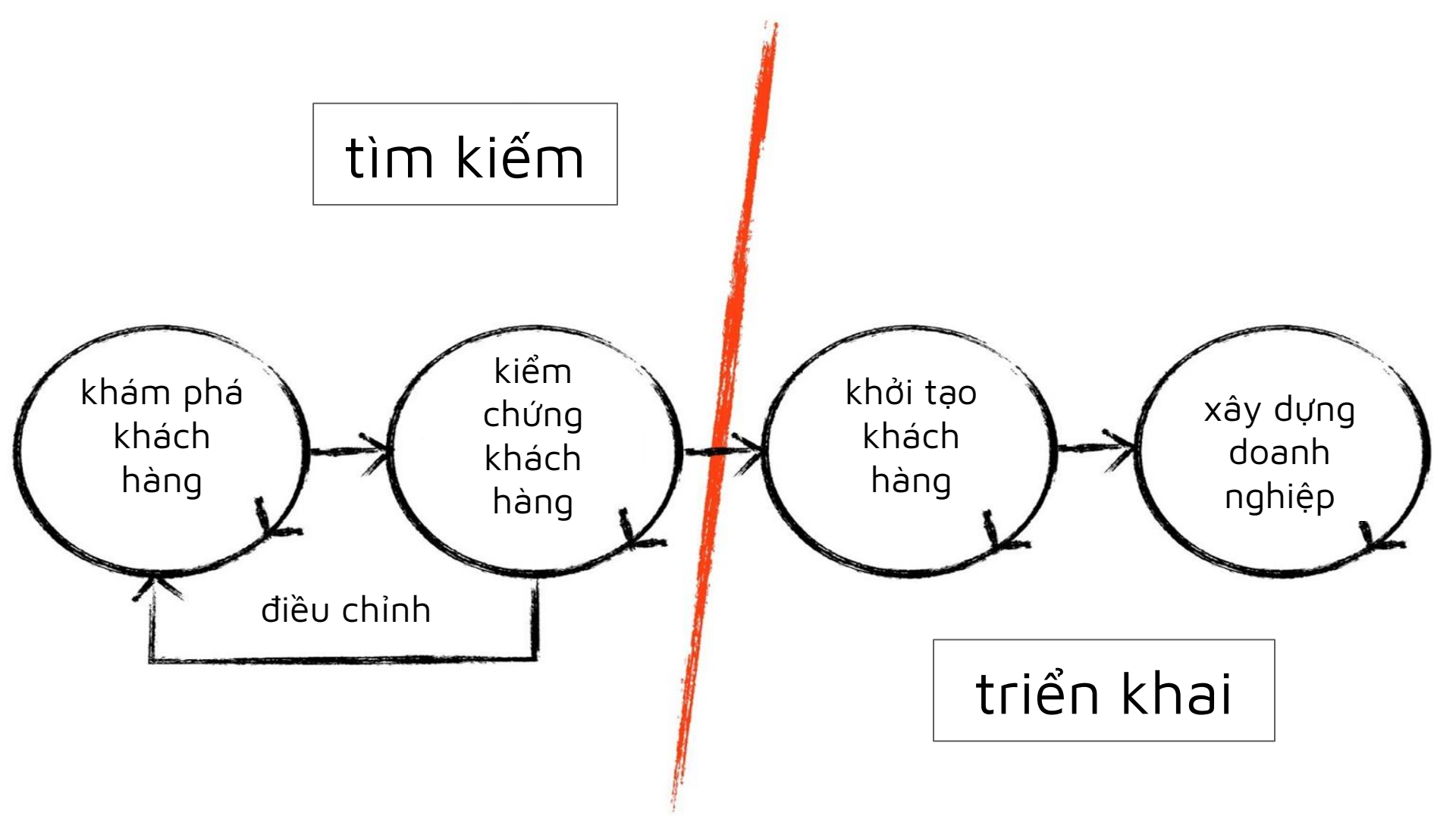
kiểm  
chứng  
khách  
hàng

khởi tạo  
khách  
hàng

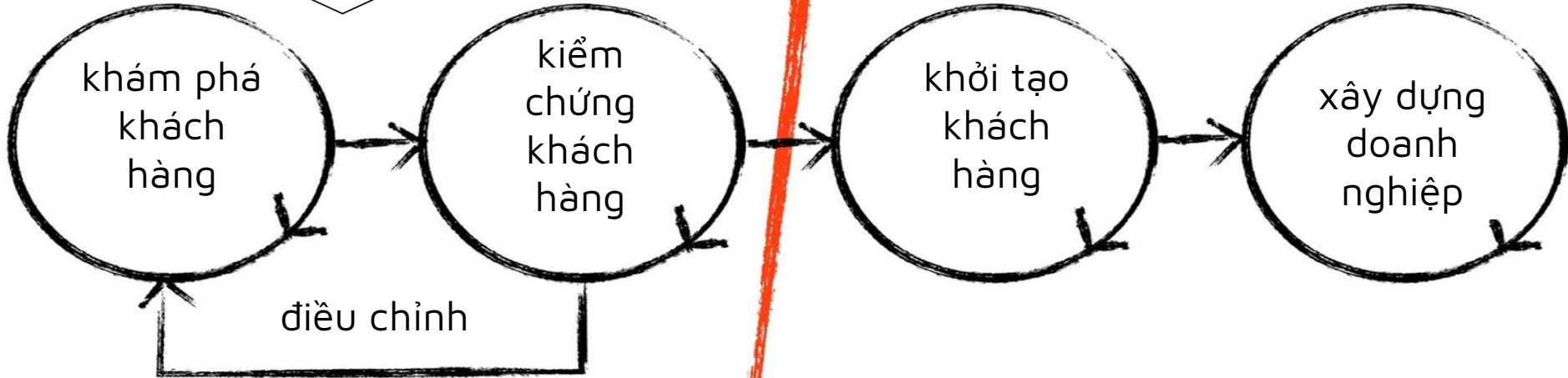
xây dựng  
doanh  
nghiệp

điều chỉnh

triển khai

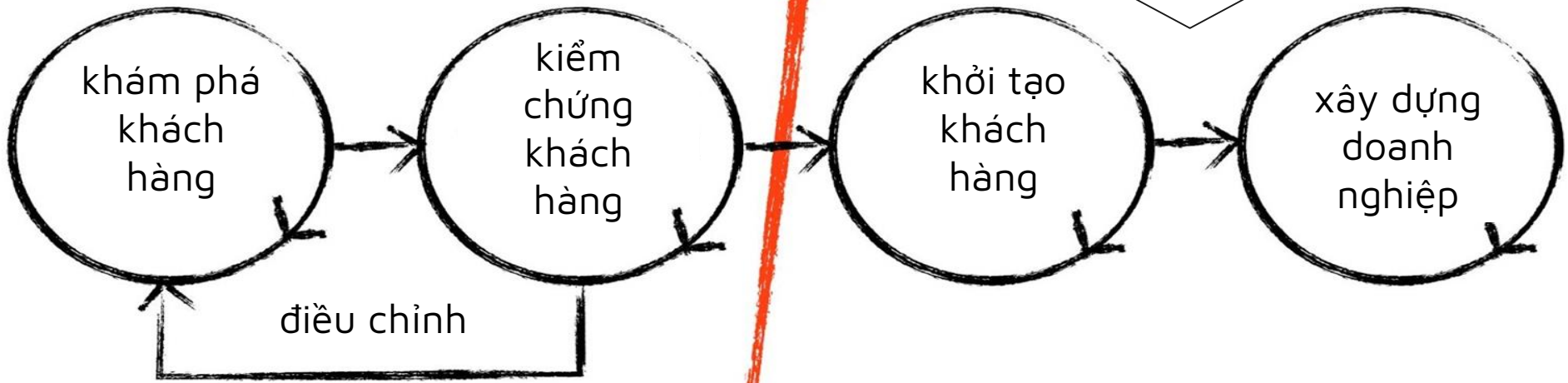


**Sự phù hợp:  
GIẢI PHÁP & VẤN ĐỀ**





**TĂNG TRƯỞNG  
BỀN VỮNG**



## Who Write Name

"What I truly need is..."



## Facts

*Job, income, age, degree, etc.*

- 

## Pain Points

*What specific pains is your target customer experiencing? ("I feel xyz...")*

- 

## Observable Behaviors

*What actions does your target customer take to solve his problems?*

- 

## Goals

*What does the target customer hope to accomplish with your solution?*

-



*“This system is slowing me down ... How do I find the assets that I need...”*

### End Goals

- Deliver high quality work to my clients, fast.
- Avoid my job overrunning and going over budget.
- Get my work approved first time.

### Experience goals

- Locate relevant assets quickly and effortlessly.
- Find and monitor my booked in jobs.
- Avoid using assets that have expired usage rights.

### Pain points

- Downloading large assets.
- Searching for the assets is too labour intensive.
- The amount of fields you have to fill in when uploading my work. I feel overwhelmed sometimes.

### Behaviours



### Background:

\*Staff Accountant at Founder Accounting

\*Completed his undergraduate degree at Penn State and his masters at Cornell University

\*Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

### Demographics:

\*Male

\*Age 34

\*Annual HH income: \$125,000

\*Lives in a townhouse-style condo in an urban area

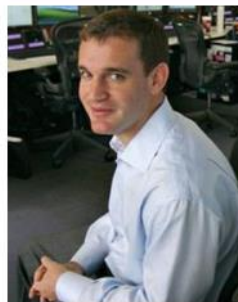
### Goals:

\*Become a senior accountant within 3-5 years

\*Achieve a salary of \$80,000 so that he can purchase a single family home

\*Network aggressively in order to build professional contacts

## Tommy Technology



### Challenges:

\*Wants to have a more modern website, but isn't the final decision-maker

\*Struggles with being seen as the "young guy" in the office and being taken less seriously as a result

### Common Objections:

\*I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.

\*I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.

### Biggest Fears:

\*Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like

\*Economic recessions that mean he'll never be able to retire

\*Life passing him by too quickly

### Hobbies & Interests:

\*Running 5K races with his girlfriend

\*Watching Game of Thrones

\*Going out to brunch with other young couples

\*Taking one nice vacation a year to established tourist destinations

Name Jenna Francis

### Day in the life

Receive the brief from the producer.

Identify the materials required to build the product.

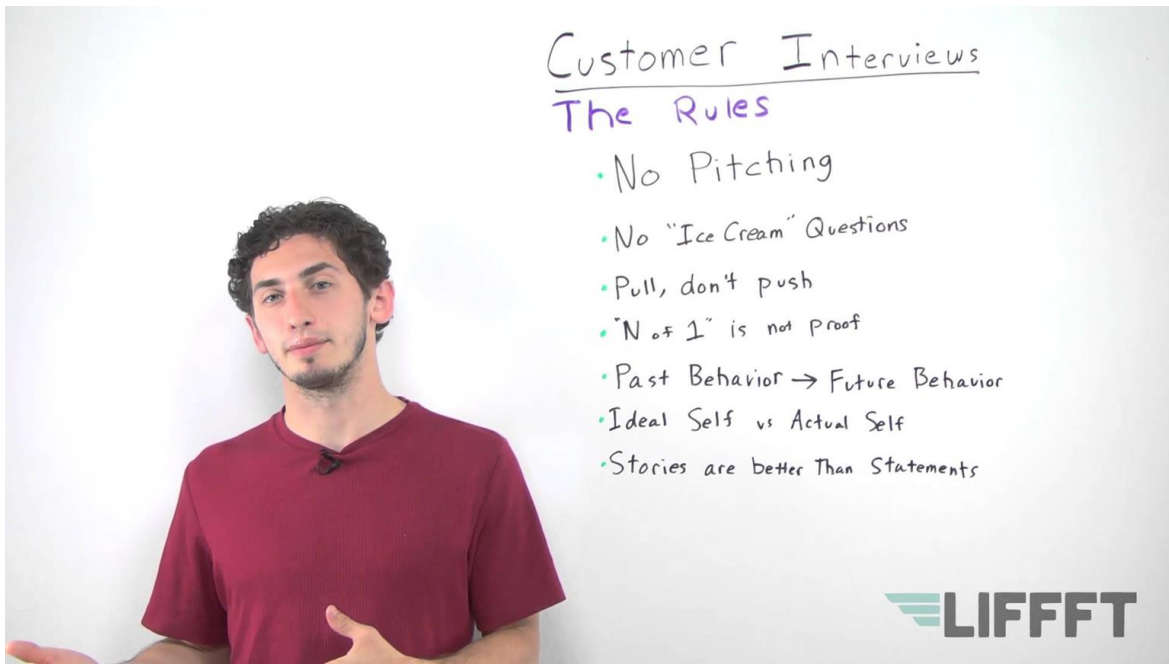
Define the product's dimensions e.g. height, width and depth.

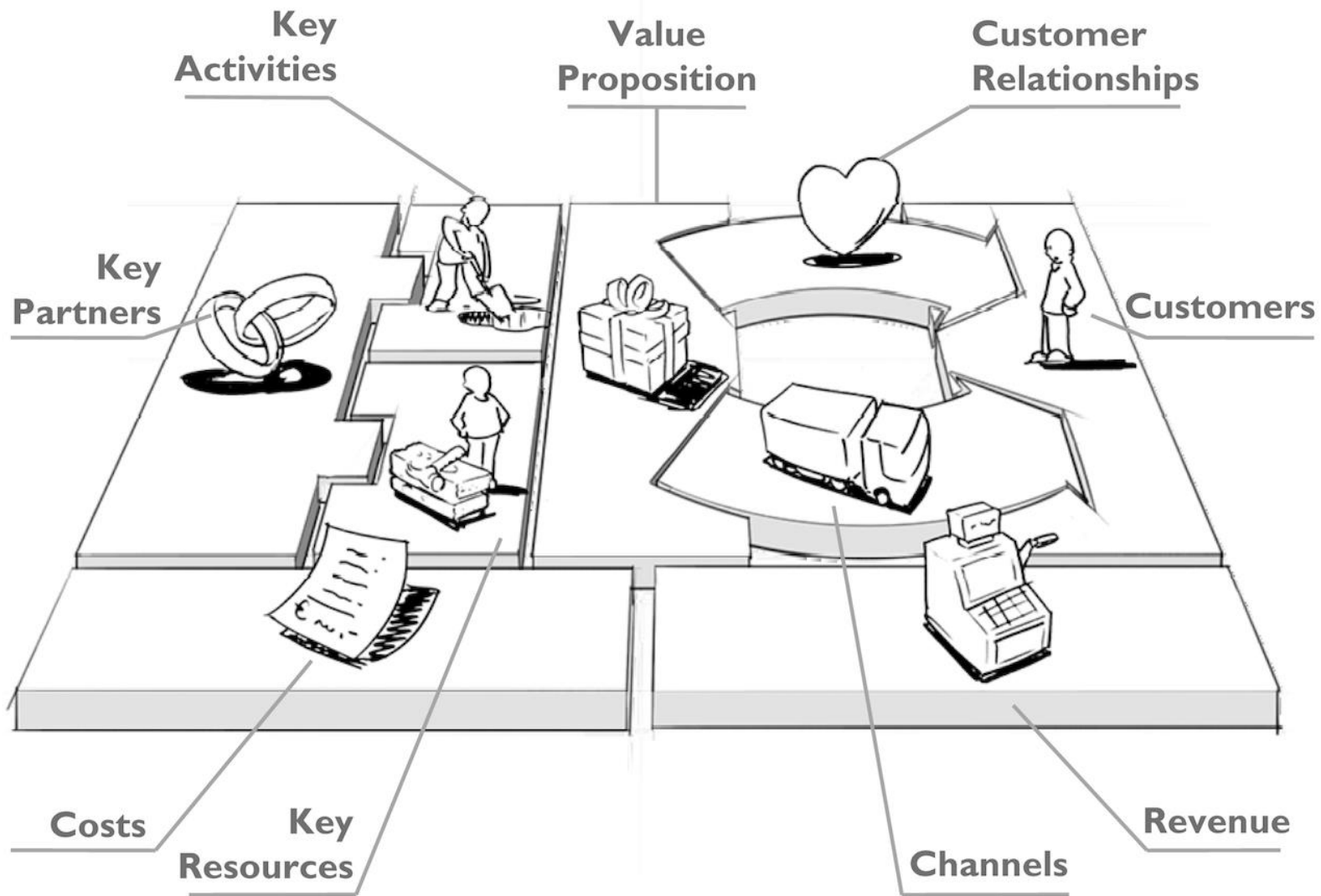
Use Google to look for inspiration.

Dive into Photoshop and start working on the job.

# Phỏng vấn

- Đánh giá
- Định khung
- Mở đầu
- Lắng nghe
- Kết thúc







## Dưới Lên (Bottom Up)

- Công thức:  $A \times B \times C = \text{Quy mô thị trường}$
- Trong đó:
  - A = # khách hàng
  - B = \$ trung bình quy mô giao dịch
  - C = # giao dịch/khách hàng/năm



# Trên Xuống (Top Down)

- TAM (total available market): tổng số lượng khách hàng hoặc số lượng giao dịch trong thị trường bạn muốn thâm nhập.
- SAM (served available market): miếng bánh thị phần tiềm năng của thị trường mà sản phẩm/dịch vụ của bạn phục vụ.
- SOM (served obtainable market): miếng bánh thị phần thật sự của thị trường bạn mong muốn lấy được.

TAM:

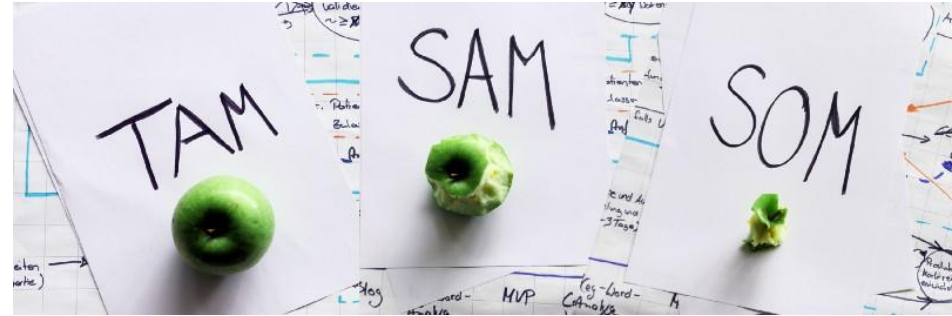
Total addressable market. The whole market.  
The potential market.

SAM:

Serviceable addressable market. Reachable market

SOM:

Share of market.  
Sales divided by SAM.



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**Đúc kết:**

***Ngạc nhiên - Học được - Hành động***

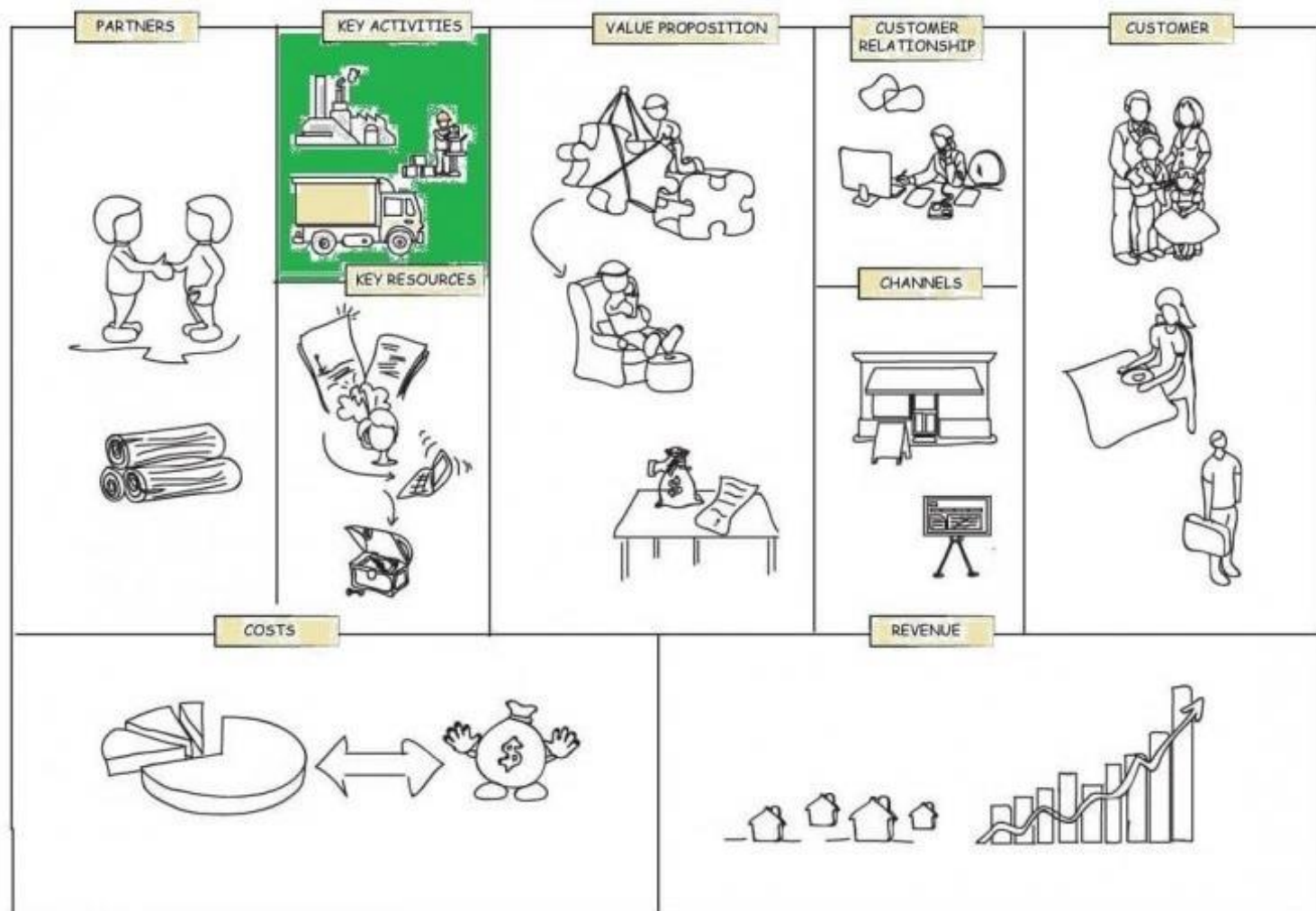


# Thiết kế khảo sát

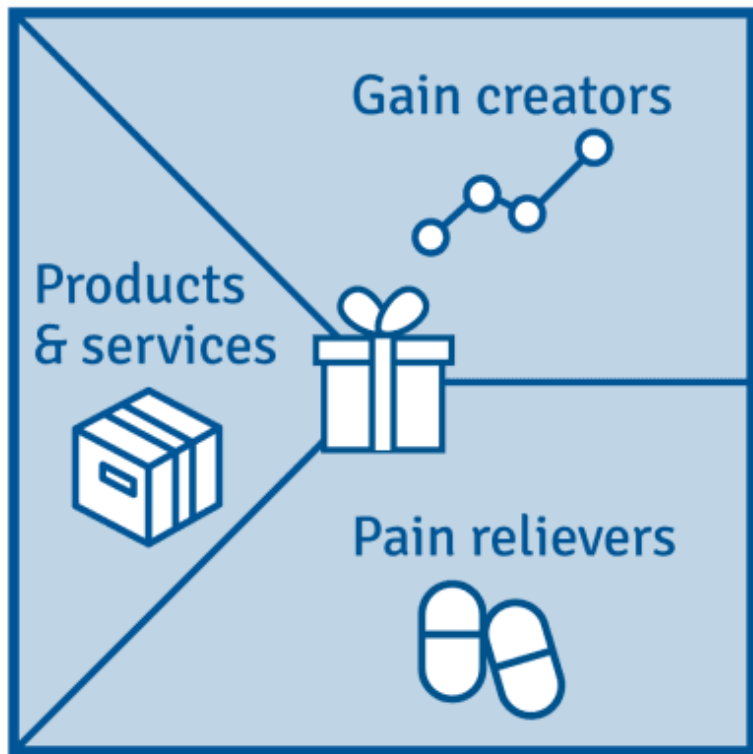
- Tôi muốn tìm ra lý do vì sao khách hàng lại không sử dụng "sản phẩm" của tôi?!



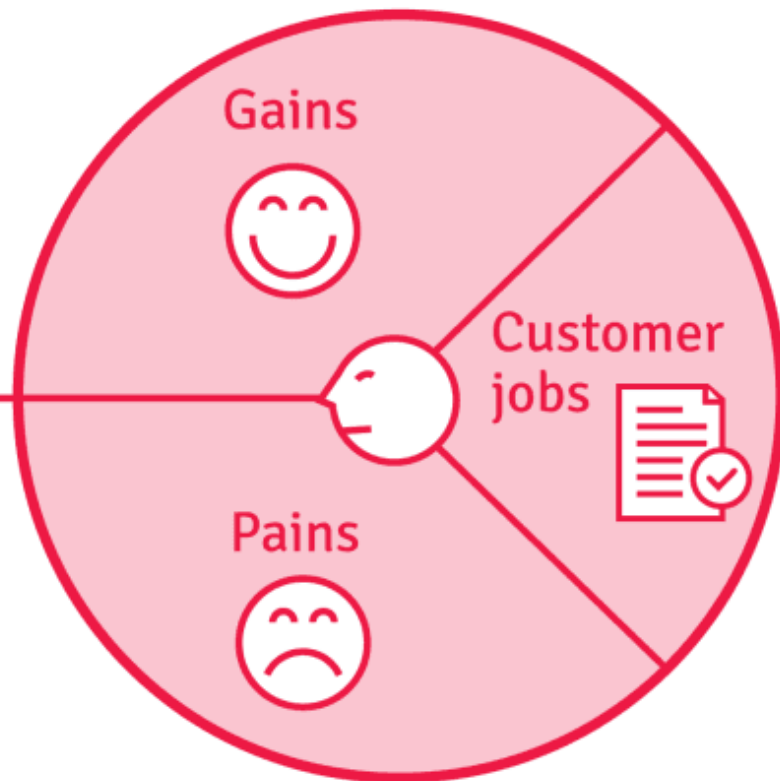
# **Ngày #5: Thiết kế tuyên ngôn giá trị cho giải pháp**



## Value Proposition

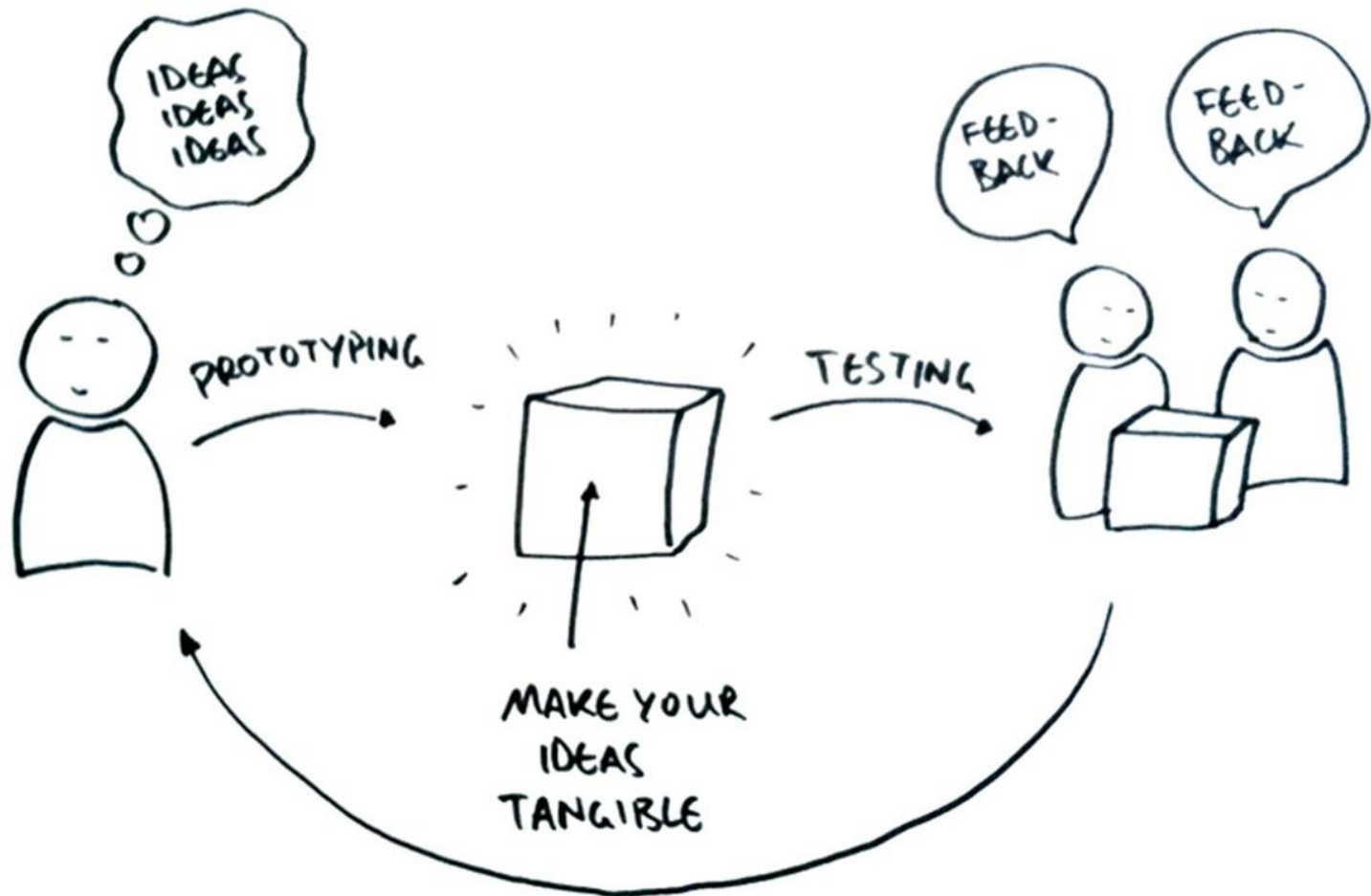


## Customer Profile



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**Đúc kết: + &  $\Delta$**



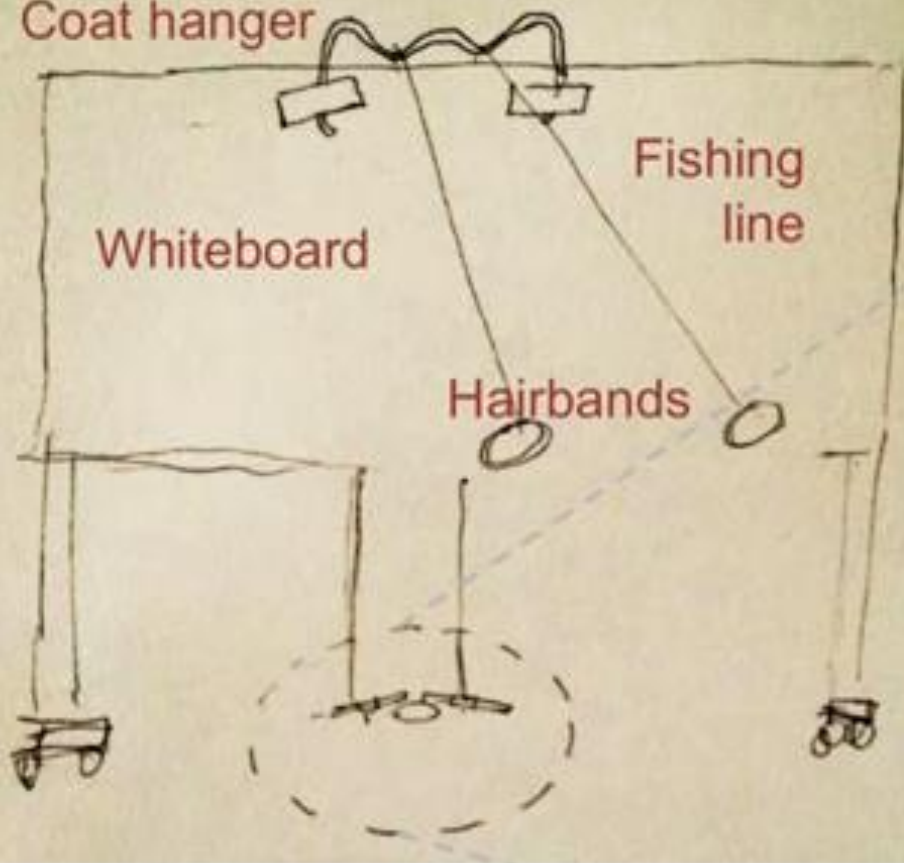
GLASS



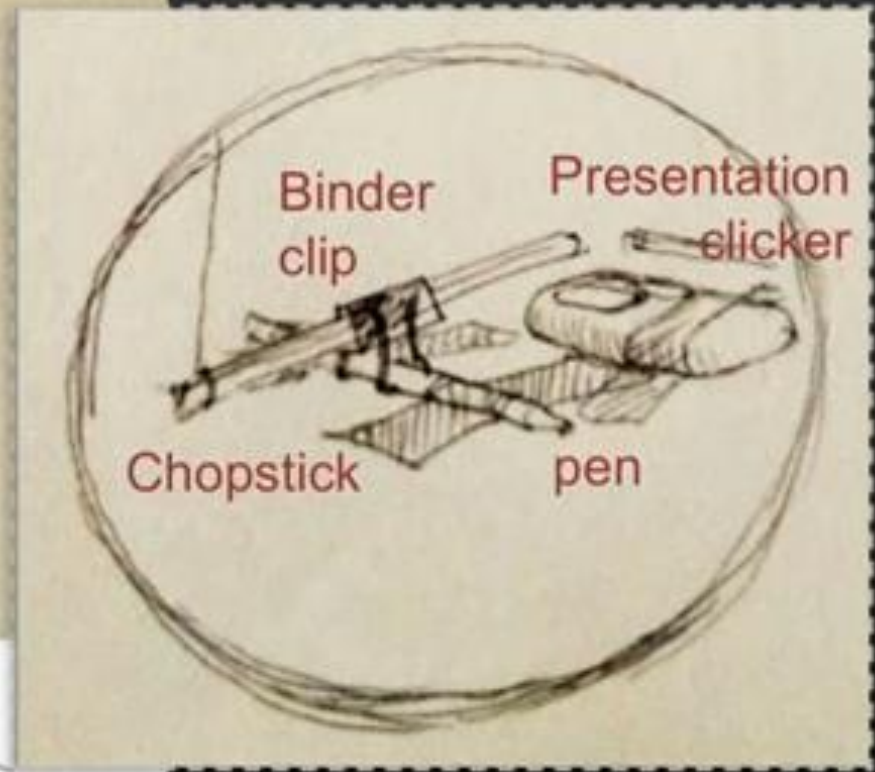


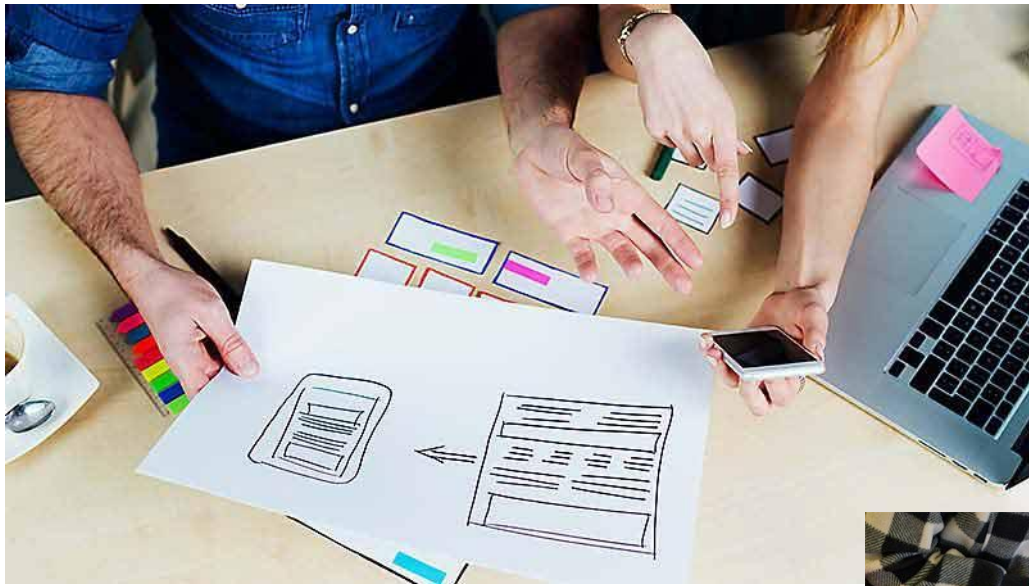
how long?

Coat hanger



**Prototyping Rule #2:**  
Doing is the best kind  
of thinking.





Tasks:

1. Open the EE app
2. Register and Log-in
3. Remove the minutes tile from your home screen
4. Place the "add \$10 Top-up" file to your home screen
5. Re-arrange the files on your home screen

USER NOTIFICATION.

INPUT FIELD.

PRESSABLE BUTTON.













# 12

# SLIDES OF A PITCH DECK

## 1. INTRODUCTION

Who are you and why you're here?  
Keep it short and sweet.

## 2. TEAM

Show the people behind the idea  
and briefly describe their role.

## 3. PROBLEM

What problem are you trying to solve?  
Is it really a problem?

## 4. ADVANTAGES

What makes your solution special?  
How are you different from  
others?

## 5. SOLUTION

Describe how are you planning  
to solve the problem.

## 6. PRODUCT

How does your product or service  
actually work? Show some examples.

## 7. TRACTION

Traction means having a measurable  
set of customers that serves to prove  
a potential.

## 8. MARKET

Know, or at least attempt to predict,  
the size of your target market.

## 9. COMPETITION

What are the alternative solutions to  
the problem you are trying to solve?

## 10. BUSINESS MODEL

How are you planning to make  
money? Show a schedule when  
you expect revenues to pour in.

## 11. INVESTING

What is your planned budget? What  
kind of money are you looking for?

## 12. CONTACT

Leave your contact details and let people  
know how to reach you quickly.



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**Đúc kết:**

***Ngạc nhiên - Học được - Hành động***