TE 250: Week 5
Stakeholder Ecosystem Mapping

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Every Mon - Fri

Have questions about how to pursue your startup ideas? Want to develop an entrepreneurial mindset, but not sure where to start? Drop in and talk with our staff! LEARN MORE: go.illinois.edu/ea-ws-22

Tues | Sept 27 | 5-7pm

ENTREPRENEURSHIP HUB  
1050 SIEBEL CENTER FOR DESIGN

Come pitch your startup ideas, network, & find teammates. Or, just sit back & check things out! RSVP: go.illinois.edu/socialfuse

Wed | Sept 28 | 6-7:30pm

DINNER INCLUDED

Come hear about lessons learned from Craig Vodnik’s entrepreneurial journey. Craig is a UIUC alum and co-founder of Cleverbridge, which makes ecommerce solutions for software companies. RSVP: go.illinois.edu/ama

Thurs | Oct 6 | 7-8:30pm

314 ALTGELD HALL

Get the basics on trademarks and patents for your startup idea from Prof. Joe Barich. Register at go.illinois.edu/ipclinic.

Mon | Oct 3 | 11:59pm - Silicon Valley Entrepreneurship Workshop Application Deadline - go.illinois.edu/svew

Fri | Oct 14 | 2-3pm - International Student Entrepreneurship Workshop - Learn More: go.illinois.edu/isew

Learn about these events and more at tec.illinois.edu
Agenda

• Guest Speaker: Harlee Sorkin
• Review homework examples
• Customer/Stakeholder Roles
• Ecosystem/Stakeholder Maps
• Customer Segments
• Archetypes/Personas
Guest speaker: Harlee Sorkin
CEO, InterShunt Technologies Inc
Serial Entrepreneur
Former instructor for TE250
Case Study: VasSol

Why Customer Discovery matters?
Questions for Harlee
Homework examples
Team 6 DefendKnight

**Primary customer:** Female college students

**Customer Segment**

**Gains:**
- Feeling safe while walking alone at night
- An easy to use and intuitive way to remain safe in a dangerous situation
- Giving freedom to go anywhere and fight off any danger

**Pains:**
- Not feeling safe to go out alone in the night.
- Feeling insecure with the rise in crime rates in the community
- Ineffectiveness of pepper spray/alternatives which fail against long range or lethal weapons.

**Jobs To Be Done:**
- Walk to places while it is dark outside
- Be able to run normal errands at night
- Feel secure and safe in the post-pandemic era where crime has become rampant.
- Get rid of safety as a factor of scheduling your day
Customer Segment

**Gains:**
- Safe and cheap storage space for luggage
- Simple and fast drop off and return process
- Close and easy to find drop-off spots

**Jobs To Be Done:**
Short term storage for luggage in central or easy to reach spots in big cities

**Pains:**
- Carrying bulky bags around is exhausting and slows one down
- Finding lockers is hard and the exact amount of money in the right currency is required
- Bags might not fit into lockers
**Value Proposition**

**Solution:**
LuggageHero, a network of short-term luggage storage options in more than 100 cities worldwide

**Gain Creators:**
- Luggage insurance automatically included
- Only certified drop-off spots
- Options to pay hourly or daily

**Pain Killers:**
- Cooperation with shops, hotels and cafes to provide a plenty of drop-off options
- Online booking and directions
Customer Segment

**Gains:**
- Use designer products to achieve beauty
- Be able to have easy access to beauty products all year round

**Pains:**
- Too expensive
- Hundreds of different websites to buy from
- Forget to restock products before they run out

**Jobs To Be Done:**
- Buy different beauty products easily
- Get their hands on these products in a fast & efficient way
- Rephrase old products once they run out
- Buy makeup & skin care in a cost efficient way
Value Proposition

Solution:
- Monthly subscription with regular discounts to "beauty box" that contains various beauty products from different trending companies.

Gain Creators:
- Get all beauty products from one place
- Customize your box to get your favorite items delivered to your door!

Pain Killers:
- Reduce crazy spending on expensive products
- Don’t have to worry about forgetting to restock your favorite brands

Sonali Manjunath
Customers and Stakeholders
Who is the customer?
Stakeholders Roles

End User
The person who will actually use the product or service.

Decision Maker
The person with the clout to decide which solution gets adopted

Payer
The person who has the budget for the solution

Influencer (external)
The person who ‘weighs in’ on the solution selection, adoption, and/or purchase

Recommender (internal)
A person tasked with making solution recommendations

Saboteur
A person who loses out if the solution is adopted
Customer Roles

- End User
- Decision Maker
- Payer
- Influencer
- Recommender
- Saboteur

Purchase
Customer Roles Worksheet

For your project, list the specific role/job title that is likely to represent the various influence roles in the customer buying center. Note that some roles may not be relevant in your situation (e.g., insurance companies or “payers” play a critical role in healthcare payment, but may not be a critical role in other industries).

- End User
- Decision Maker
- Payer
- Saboteur
- Recommender
- Influencer

Purchase
Multiple Customer Segments

• Each has its own Value Proposition(s)
• Each has its own Revenue Stream
• One segment cannot exist without the other
• *Which one do you start with?*
Customer Roles - Team 17 MLProfiler

- End User
- Decision Maker
- Purchase
- Payer
- Influencer
- Recommender
- Saboteur
- ML/Infrastructure Developers

Sales Rep for competitor
Management, Technical Leads

Management, Product Managers, Technical Leads

Constructive Feedback
Customer Roles - Team 13 C3 De-escalation

Currently looking at education as the next market

End User: Elementary, Middle School & High School Teachers, esp Special Ed Teachers

Decision Maker: Director of Secondary Education

Payer: Accounts within school district. In Iowa, accounts within regional mental health districts.

Influencer: State Reps, State Senators, Staff at Education for Equity, parents, and others who pressure schools

Recommender: Primarily teachers & parents, but may include principal or superintendent.

Saboteur: Oddly, a middle-to-high manager at a regional mental health district. Also a well-established local psychologist.
Working Groups

10 minutes

Stakeholders
By Title & Organization
Who is the customer?
Mapping the stakeholders/customer roles
This is the first ecosystem map most of us saw

https://garsidej.wordpress.com/gcse-aqa-new/the-living-world/ecosystems/
Ecosystem – Our working definition

How your product interacts with the world once it is in the hands of the customer.
So how do we build one?

• Start with a list of anyone who you think might play a role in your ecosystem (your stakeholders)
  • Customers
  • Suppliers
  • Distributors
  • Servicers
  • Infrastructure/platform providers
  • ...

• Learn how they interact
An example from the agricultural equipment industry. Equipment sellers like to show harvest running like this:
Grain Harvest Logistics Ecosystem – who should we consider?

• Farmers
• Combine Operators
• Grain Cart Operators
• Grain Truck Drivers
• Public Grain Elevators
• Farmer Owned Grain Storage
• Grain Originators (learn the vernacular!)
• …
However... there are logistical, equipment and traffic challenges...
A simple map for the farmer during harvest

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
- Grain Originator
- The Farmer
- Private Grain Facility
- Public Grain Facility
What goes where?

Combine Operator

Grain Cart Operator

Grain Originator

The Farmer

Private Grain Facility

Public Grain Facility

Grain Truck Operator

Grain
What goes where?

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
- Grain Originator
- Public Grain Facility
- Private Grain Facility

Grain $\rightarrow$ Money

The Farmer
What goes where?

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
- Grain Originator
- Private Grain Facility
- Public Grain Facility

Flow:
- Grain
- Money
- Information
Dotlens – Add-on smartphone microscope lens

• Decision maker
  • Teachers

• Economic payer
  • Dept Head, Principal, School Board, Grant Funder

• Saboteurs
  • Microscope sellers

• Influencers
  • Existing science kit suppliers

• End users
  • Science students in middle and high school

Dotlens – Add-on smartphone microscope lens

Insights and takeaways

• The map is a tool to help you achieve an understanding of your ecosystem by making it visible.

• Use it to help figure out
  • Who the players are
  • Who you need to interview
  • What to ask them about

• The map will change as you learn more
Working Groups

10 minutes

Ecosystem/Stakeholder Map
Who is the customer?
Customer Segments
Definition: Customer Segments

- A well-defined group of people that share the same need/job/problem and can be served by the same business model.
What Makes a Good Customer Segment?

- They are PEOPLE (not companies, departments, ...)
- They **immediately** grasp the value and “own” the metric
- **Obvious** who they are
  - You could go to LinkedIn and/or co. directory and search for them
- There are very few people that fit the description that won’t buy your product
  - Laser focused on a well-defined group that ALL share the strong and direct value proposition
- Share the same business process and **why** for buying
- List ALL the key stakeholders
Customer Segmentation

Common Mistakes

• Too broad and vague

• Confused with industry segments

• Not traced through the value chain

• At organizational or department level

• Customer doesn’t “own” the metric or value
Archetypes and Personas
What is it?

... fact based visual representation of a set of users that helps visualize, understand and build relevant connects with the target users...

https://userguiding.com/blog/user-persona-examples/

...depiction of your ideal customer based on actual data from market research, competitor analysis, and existing customer profiles...

https://www.semrush.com/blog/buyer-persona-examples-beyond-basics/
Archetypes –Who Am I?

- Jobs to be done
- What do I worry about
- How do I want people to feel about me
- What are my demographics (age, disposable income, where do I live, etc.)
- What are my psychographics (values, beliefs, contributions, volunteer, etc.)

- Soccer Mom?
- Surfer Dude?
- GM Engineer?
- Volunteers? Where is your ideal place to live?
## Bridget DAY

### Age
26

### Occupation
Marketing Director

### Status
Single

### Location
New York, NY

### Tier
Enthusiast

### Archetype
The Marketer

### Motivations
- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

### Goals
- To grow a strong industry reputation
- To build her own Blog
- To expand and learn new skills

### Frustrations
- Slow download times
- Data crashes
- Poor communication

### Personality
- Extrovert
- Introvert
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Perceiving

### Technology
- IT and Internet
- Software
- Mobile Apps
- Social Networks

### Bio

“I would like to find and learn skills that would help me grow my business footprint online.”

### Action
Read How To articles
Looking for expert analysis

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[https://userguiding.com/blog/user-persona-examples/](https://userguiding.com/blog/user-persona-examples/)
Charlotte recently started a new job as a UX designer in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she’s a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they’re nearby. She’s also tuned into design channels like Dribbble.

Goals

- Introduce user-focused mentality and methods into traditional company landscape
- Improve usability of bank’s customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department’s activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

INFLUENCES

- ECONOMY
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- UI TRENDS

BEHAVIOR

- OVERSIGHT
- WRITING
- DESIGNING
- MEETINGS
- USER TESTING

FREQUENTLY USED APPS

- Justinmind
- Google Calendar
- PocketList

https://userguiding.com/blog/user-persona-examples/
**Drew**
Influencer

**ABOUT**
- Age 25-34
- S50K-75K
- High Tech Proficiency

**EVENT ATTENDANCE ATTRIBUTES**
Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

**EVENT INFLUENCERS**
- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

**MOTIVATIONS**
Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

**CORE NEEDS**
Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

**PAIN POINTS**
Finding the time to attend events and staying on budget.

39%
Total Universe GTV

12
Events per month

*(GTI) Calculated based on # of Users x Frequency of Events. Based on a study conducted with 150 participants.*

https://userguiding.com/blog/user-persona-examples/
B2C Customer Persona

Bio
Working mom looking to buy a new home. Her current house seems too small now that she has a second kid. She is searching for a bigger space close to her current location to accommodate her growing family.

Pain points
- The current house is too small for her growing family.
- Finding a perfect location is challenging since it should meet her needs, as well as her kids' and her husband's needs.
- Juggling work and family life is also challenging. She doesn't have enough time for a home search.
- The economic instability in the country leads her to thinking that buying a house right now is risky and it needs to be a very smart investment decision. However, she has no experience and little knowledge in this area.

Factors influencing buying decisions
- Agency: most of the communications and operations should be carried out online, speed and clarity are very important.
- House: Distance from the city + local infrastructure, space, and modern decor.
- Her husband is the biggest influencer when it comes to selecting the agency and the house.
- Reviews and social proof around real estate agencies are a deal-breaker.

Gains/expectations from my product
- Learn from a trusted expert about the best way to invest in her new house in a quick and simple way.
- Find a perfect house in her/similar neighbourhood without going through a nightmare.

Communication channels
Channels
- Instagram, Mom influencers, WoM

Content types and formats
- Blog posts, videos

Content topics
- Life in NYC state, raising kids, buying a home
B2B Customer Persona

Shawna Cummings

Bio
Shawna is a career-oriented professional managing a small marketing agency providing digital marketing services to startups.

Frustrations (pain points)
- Working with clients and simultaneously growing the agency is tough. She ends up trapped in daily tasks while she wants to focus on the business strategy.
- Most of the projects are still managed via spreadsheets and documents, decreasing the overall efficiency.
- There are more clients and several employees in the agency now, but it still feels like she works as a solopreneur.

Jobs to be Done
“When I run a small marketing agency I want to organise project management in a way that lets me delegate it while also being able to keep an eye on things, so I can focus on growing my business and improve productivity.”

Gains from my product
- Ensures she can see all projects happening in the agency without spending hours in Google Drive.
- Helps her find the bottlenecks in the campaign production process and identify needs for new hires, investments, etc.
- Lets her delegate project management tasks and operations while also being able to monitor things with ease.

Factors influencing buying decisions
- Extended free trial option.
- Affordable subscription plan for small teams.
- Responsive customer support and customer success that can help her and her team learn.

Industry experience and knowledge
- Started researching different options for automating project management, knows the main players.
- Has never adopted any project management tools on a company level before, but came across several solutions when she was an in-house employee.

Key info
Age
36

Location
San Francisco

Education level
Bachelor's Degree

Job title
Founder/CEO

Company type
Small agency

https://www.semrush.com/blog/buyer-persona-examples-beyond-basics/
Susan Johnson

“I’m a very active person, enjoy a lot with my work, but I hate wasting my time.”

Motivations
- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals
- Improve the timing to design surveys
- Review and extract info from previous surveys easily
- Upgrade the communication channel

Frustrations
- Writing initial draft without all the necessary knowledge
- Waiting for feedback and ability to reflect the changes
- Conflicting inputs between mangers, partners and clients

Age: 28
Occupation: Marketing consultant
Status: Married
Location: Brooklyn, NY
Tier: Pro
Archetype: The advocate

BIO
Susan is a marketing consultant who lives in the great city of New York. She is married one year ago. She love running, going out with their friends and family. At home, at work, she give the best of her, she knows how to deal with people. She is a hard worker that she need to get results soon and be rewarded.
Wrapping up
Week 5 Wrap Up

• No individual homework

• Team homework –
  • Complete customer roles/stakeholder worksheet for your project
  • Build a stakeholder ecosystem map using the identified stakeholders

• Watch videos and read books
  • Books?????????