

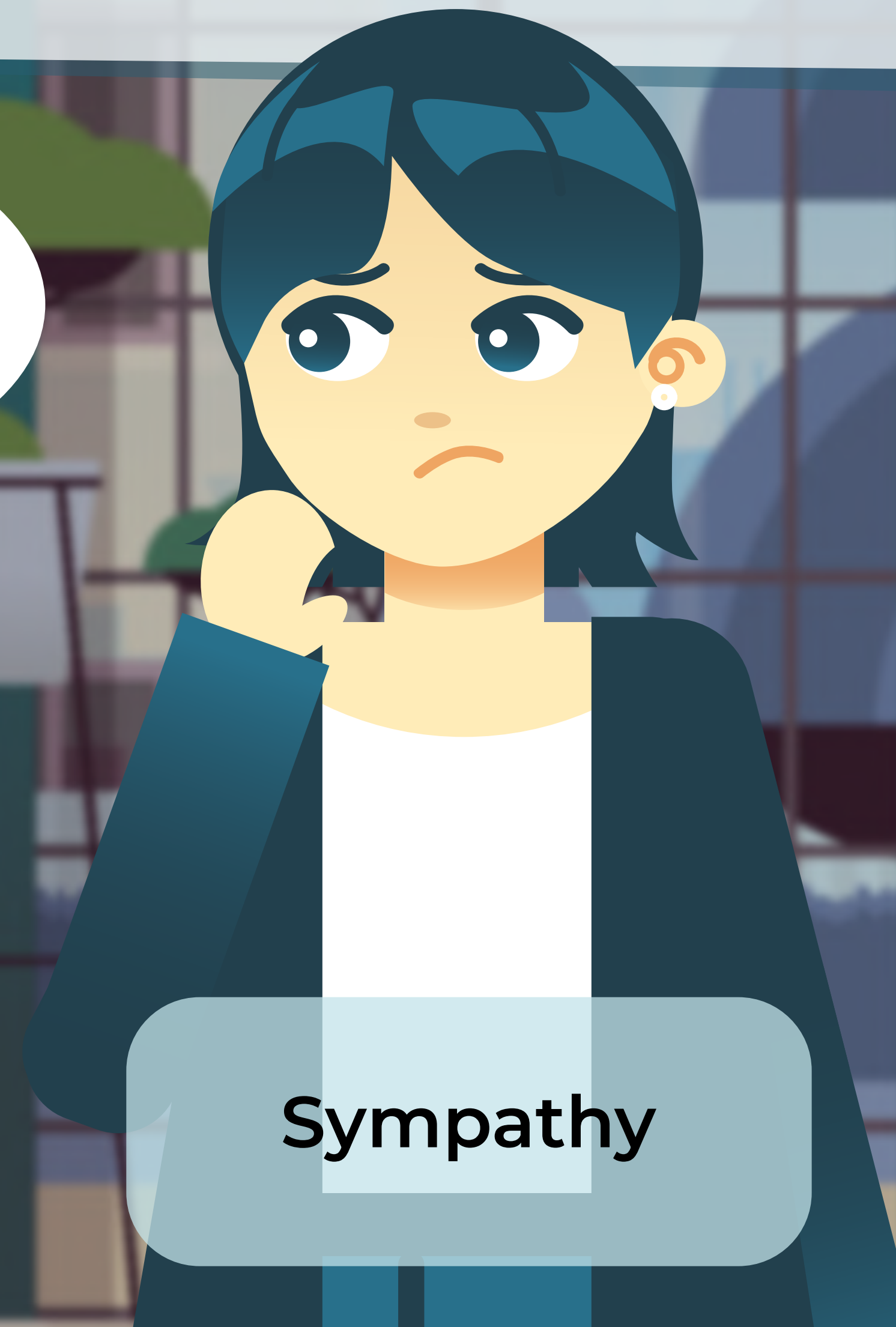


**Is it Empathy or Sympathy?**

**A.** You listen attentively to your friend's struggles at work, acknowledging their feelings of frustration and stress. You relate to their experience, sharing similar instances from your own life and expressing that you understand the emotional weight they carry.



**Empathy**



**Sympathy**

**B.** A teammate experiences a setback at work. You empathize by understanding their disappointment and frustration. You validate their feelings and share your own experiences of overcoming failures, creating a connection based on shared emotions.



**C.** Your neighbor is going through financial difficulties. You may offer financial assistance, kind words, or practical help to alleviate some of their burdens.

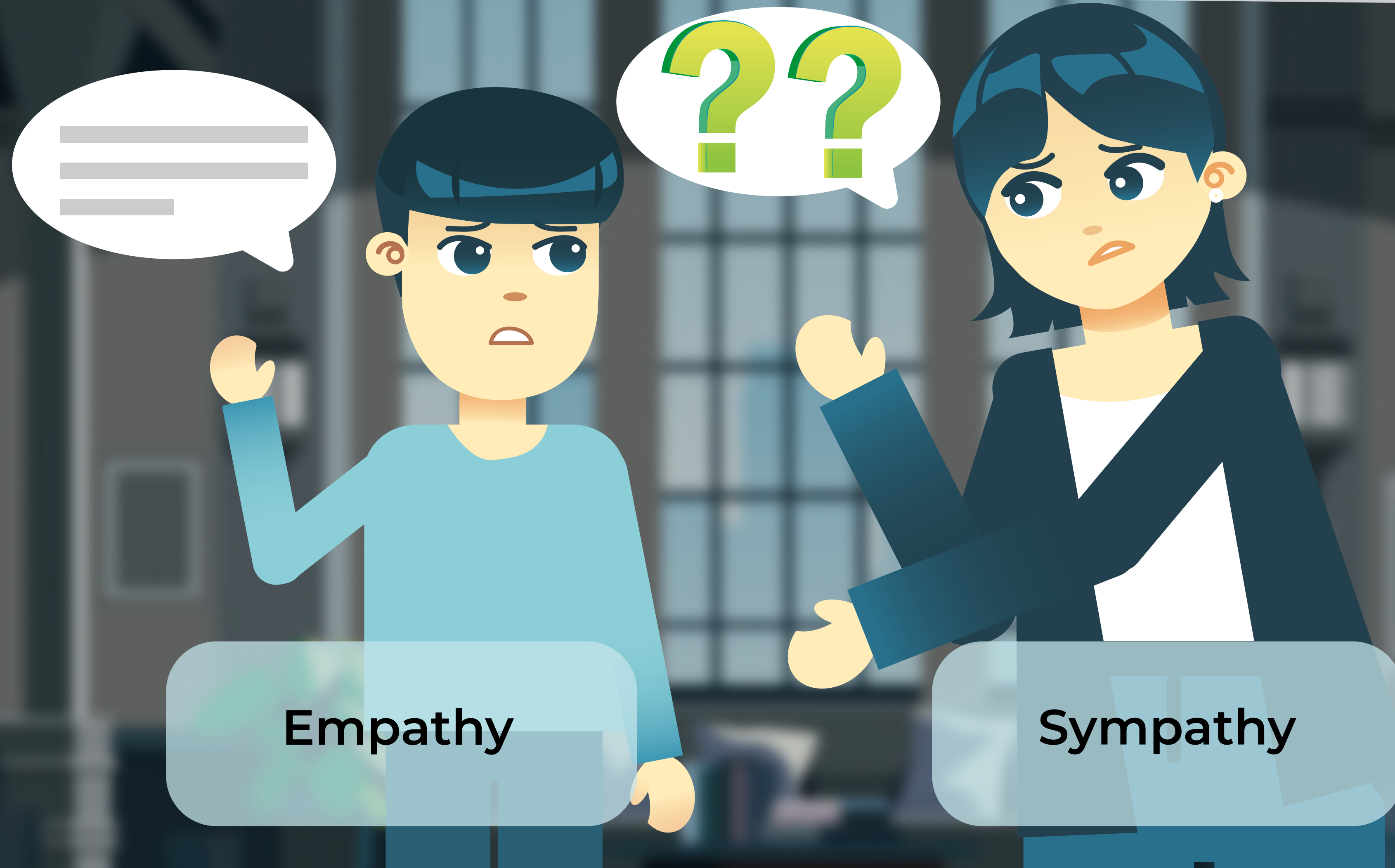


**Empathy**



**Sympathy**

**D.** Your sibling is dealing with a health issue. You immerse yourself in their feelings, asking questions to understand their experience better. You share in their emotions, expressing that you comprehend the challenges they face.



E. Your colleague is grieving the loss of a loved one. Understanding their grief, you express condolences. You may offer kind words, send a card, or provide support in a tangible way.



**Empathy**

**Sympathy**

Fill out this empathy map for your assigned interviewee by dragging and dropping each sentence to its correct category.

### User Persona:

Name: Alex Davis

Age: 32

Occupation: Marketing Manager

Fitness Level: Moderate

Goal: Improve overall fitness and incorporate regular exercise into a busy work schedule.

"I really want to stay fit, but my job keeps me glued to my desk most of the day."

"Finding time for the gym is a challenge, and I need something flexible that fits into my unpredictable schedule."

- Expresses a desire for a fitness routine that can be customized to fit into short time slots.
- Interested in tracking progress but needs something that doesn't feel overwhelming.

- Concerned about maintaining a work-life balance and worries about the impact of a sedentary lifestyle.
- Wants a solution that feels achievable and doesn't add stress to an already busy day.

- Frustrated by the lack of time for traditional workouts.
- Anxious about the potential health consequences of a sedentary job.

- Squeezes in short walks during lunch breaks.
- Occasionally tries home workout videos but struggles to stay consistent.
- Lack of time for traditional gym sessions.
- Difficulty finding motivation due to a demanding work schedule.
- Wants to experience increased energy levels and improved overall well-being.
- Aiming for a fitness routine that seamlessly integrates into daily life.



Say:

Think:

Do:

Feel :

**Discover the design thinking steps within this narrative by dragging the words to the suitable sentence:**

You find yourself in a bustling city and notice people struggling with crowded public transportation. You decide to address this issue and begin by observing commuters, engaging in conversations, and understanding their daily challenges. After absorbing these insights, you define the problem as the need for a more efficient and comfortable transportation solution. Inspired, you gather a diverse group of creative minds for a brainstorming session, generating a plethora of ideas. One idea stands out: a modular and flexible transport system. With enthusiasm, you create a scaled-down prototype of this system, incorporating the best features from various ideas. Now comes the real test as you put your prototype into action, observing how commuters interact with it and refining based on their feedback. Through this journey, you've unknowingly followed a series of steps that lead to a thoughtful and user-centered solution to a complex problem.

**Empathize   Define   Ideate   Prototype   Test**

## Sort each sentence under the corresponding first-person perspective.

### Sentences

In the community, the lack of accessible green spaces hinders residents' opportunities for outdoor activities and negatively impacts their overall well-being.

Students observe the recurring issue of inadequate recycling facilities on campus, leading to a significant amount of recyclable materials being improperly disposed of.

Working in healthcare, I've come across the inefficiencies in our current patient appointment scheduling system, causing delays and a decline in patient satisfaction.

Living in my community, I witness the challenges posed by the limited access to green spaces, impacting our ability to engage in outdoor activities and affecting our collective well-being.

In the healthcare professional role, the inefficiencies in the current patient appointment scheduling system is encountered, leading to delays and decreased patient satisfaction.

Being a commuter, I grapple with the daily challenge of unreliable public transportation, impacting not only my punctuality but also contributing to the congestion in our urban environment.

Educators observe the limitations of traditional teaching methods in engaging students and fostering a passion for learning, particularly in the STEM disciplines.

As commuters, we face the daily challenge of unreliable public transportation, which not only affects my punctuality but also contributes to overall urban congestion.

Being a student, I've noticed the persistent problem of insufficient recycling facilities on our campus, resulting in the improper disposal of recyclable materials.

Drawing from my experience as an educator, I've noticed the constraints of traditional teaching methods in effectively engaging students and igniting a passion for learning, especially in the STEM disciplines.

1. Lina always chooses tasks that she knows she can easily accomplish. She avoids challenges or anything that might be difficult because she believes that struggling indicates a lack of ability.



2. Sami welcomes constructive criticism and sees it as a chance to enhance his abilities. He understands that feedback is valuable for personal development and actively seeks ways to improve.



**3.** Fatima believes that putting effort into something is pointless. She thinks that if she has to work hard at a task, it means she doesn't have the inherent talent for it, and success is unlikely.



**Growth  
mindset**

**Fixed  
mindset**

4. Lina actively seeks out challenging tasks because she sees them as opportunities to learn and improve. She believes that facing difficulties will help her grow and develop new skills.

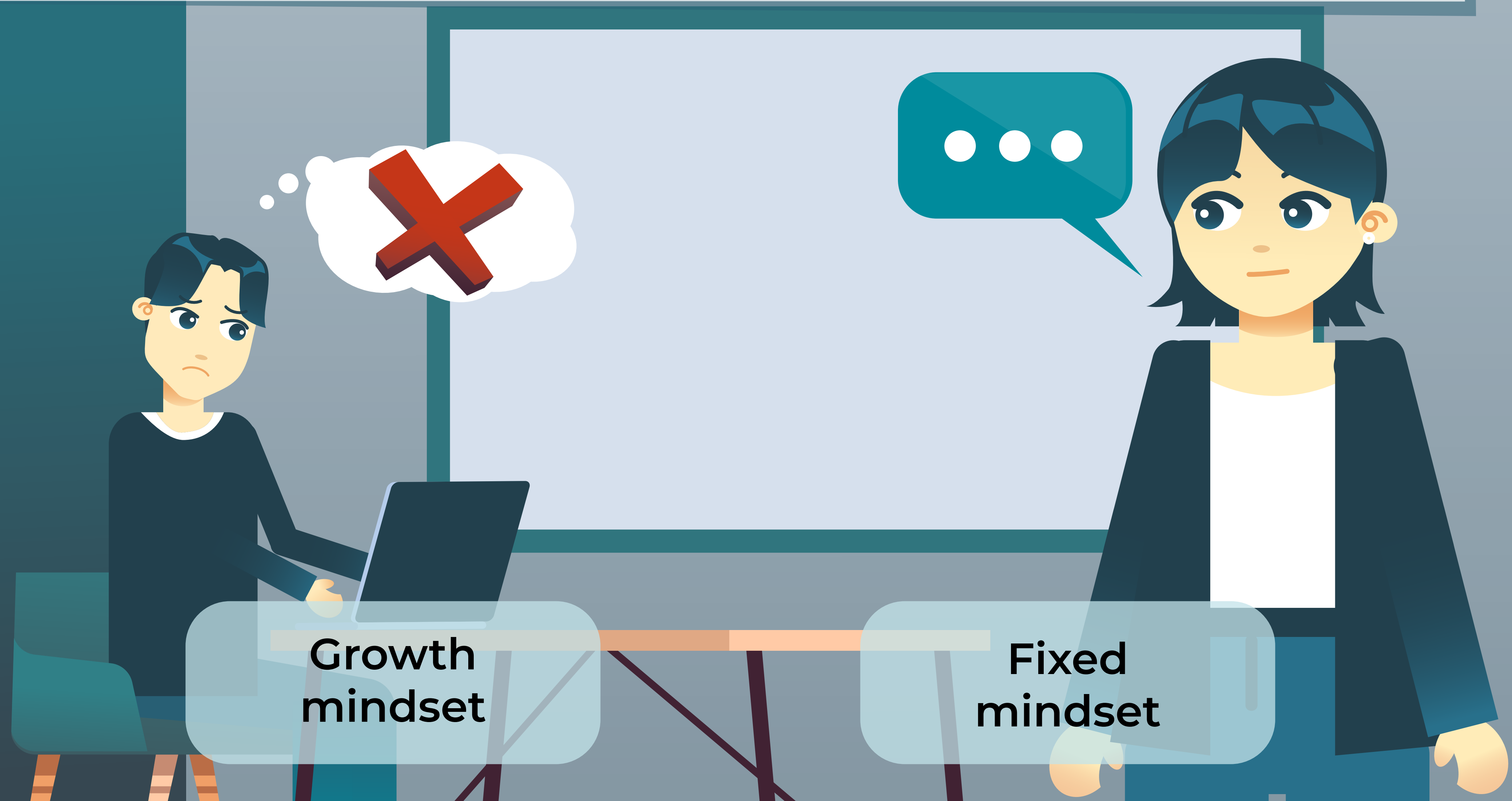


**Growth  
mindset**

**Fixed  
mindset**



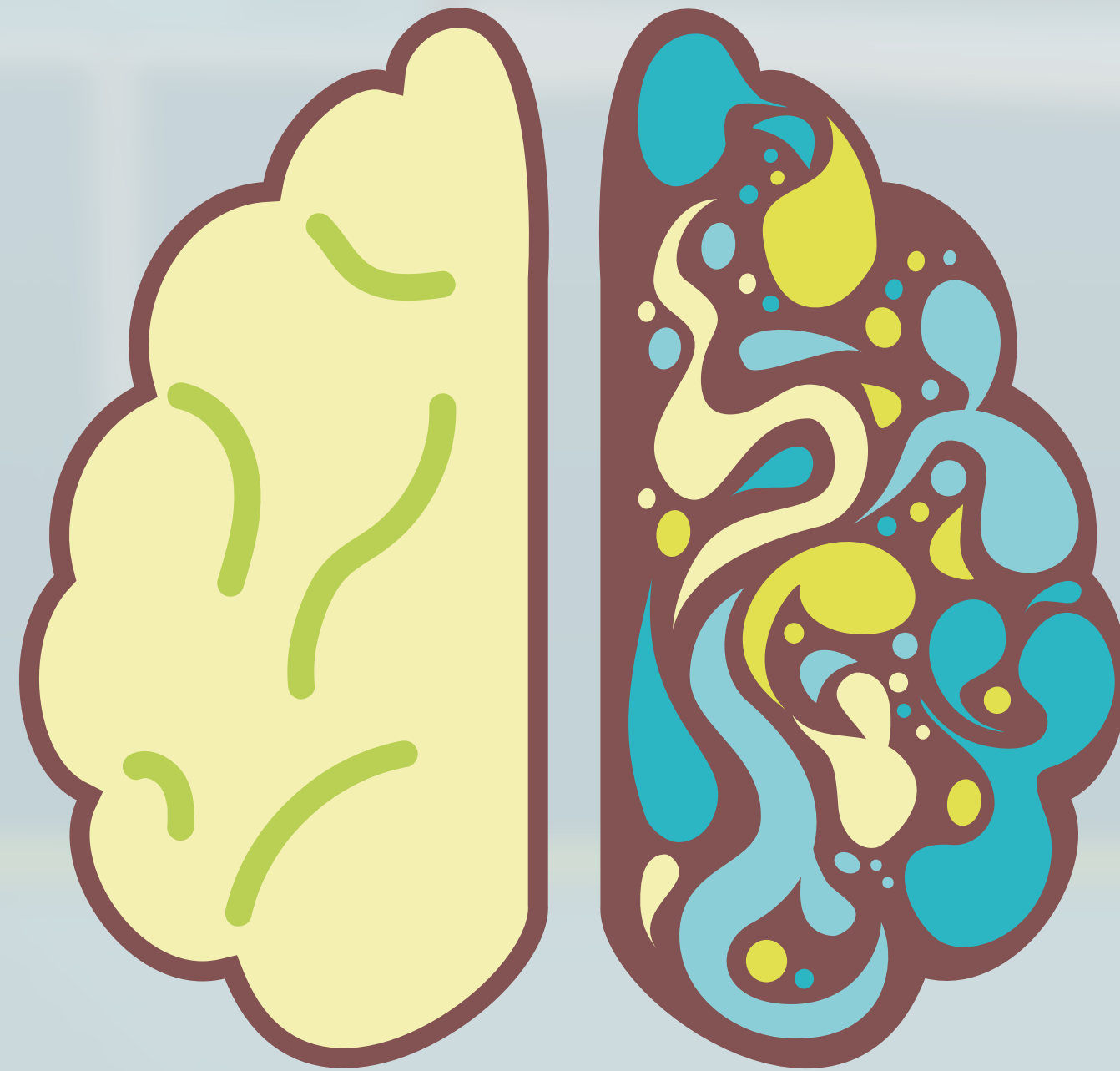
5. Rayan is always looking for validation from others. He believes that his intelligence is something fixed, and if he doesn't receive constant praise, he feels like a failure.



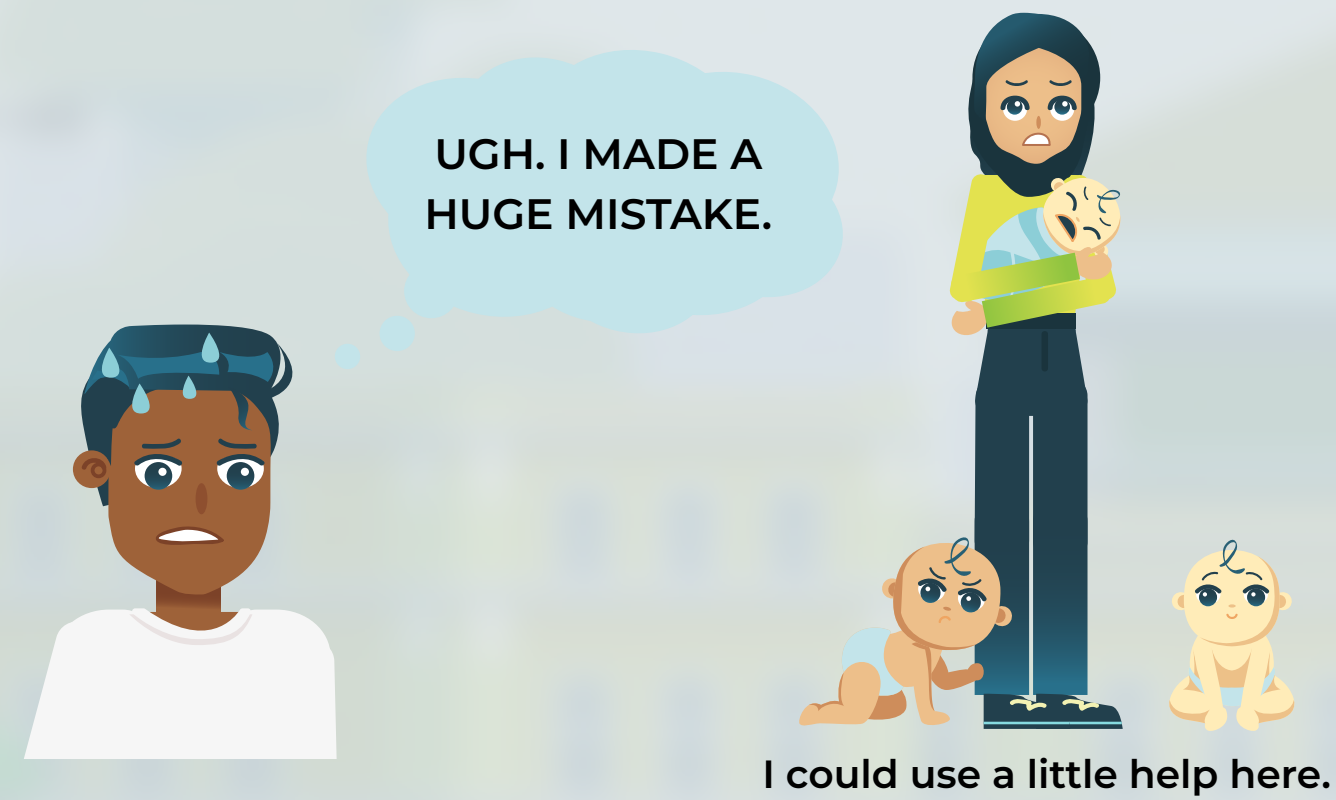
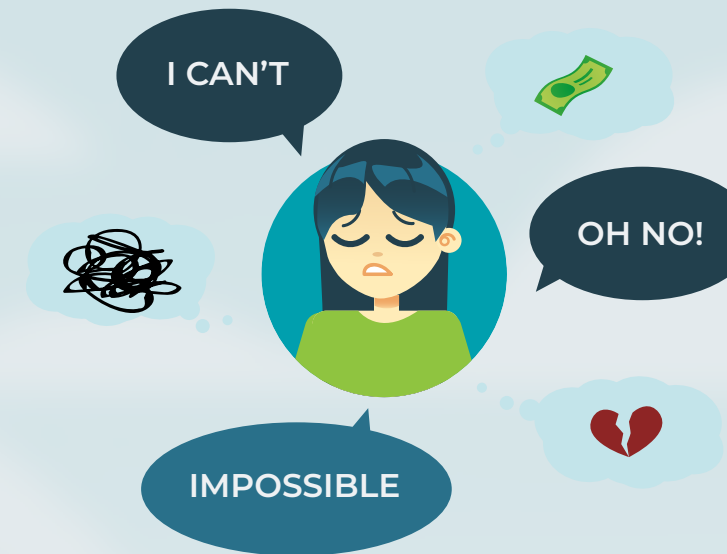


**Organize these images to reflect a shift from a fixed mindset to a growth mindset.**

**Fixed  
mindset**



**Growth  
mindset**



## Complete the sentences by selecting the appropriate channel for each new business:

**\*Please be aware that identical responses may be utilized multiple times.**

Social Media	Word-of-Mouth
Targeted Marketing	Advertising

1. The artisanal coffee shop can effectively reach its audience through \_\_\_\_\_, leveraging visual content on platforms like Instagram and Facebook.
2. The local gym and fitness center could benefit from encouraging \_\_\_\_\_ through positive reviews and referrals, as well as fostering a community presence on \_\_\_\_\_ platforms.
3. The online handmade jewelry store can enhance its visibility by utilizing \_\_\_\_\_ to showcase visually appealing products and employing \_\_\_\_\_ to reach customers with specific interests in handmade crafts.
4. The mobile app for language learning can achieve broad exposure by leveraging \_\_\_\_\_ channels, such as Google Ads or social media ads, to attract a wide audience interested in language acquisition.
5. The organic grocery delivery service may find success by employing \_\_\_\_\_ to target health-conscious individuals and using \_\_\_\_\_ to share information about sustainable practices, new products, and customer testimonials.
6. The eco-friendly clothing brand can establish its commitment to sustainability through a combination of \_\_\_\_\_, both digital and print, and maintaining an active presence on \_\_\_\_\_ platforms to engage with environmentally conscious consumers.
7. The virtual interior design consultancy can tailor its outreach by employing \_\_\_\_\_ to reach individuals interested in home improvement and interior design. Simultaneously, \_\_\_\_\_ platforms like Pinterest and Instagram can be utilized to visually showcase design ideas and success stories.

Match these financial terms to their definitions by flipping each card.

Revenue

Cost  
Structure

Expenses

Breakeven  
Point

Right Price

Might  
change  
based on  
market or  
feedback

That place  
in the  
middle  
between  
revenue  
and costs

Making  
money

Sorting expenses  
into fixed  
(constant) and  
variable  
(changing) to  
manage them  
well

Spent  
money

## Match the UVP with the Product

### UVPs

1

"Experience the ultimate in noise-canceling technology, delivering unparalleled tranquility in a pair of headphones."

2

"The all-in-one solution for busy professionals, our productivity app seamlessly organizes tasks, schedules, and communication in one place."

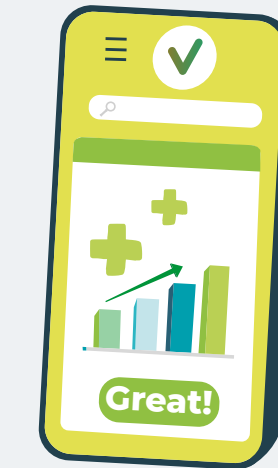
3

"Indulge in guilt-free snacking with our organic, gluten-free, and sustainably sourced chocolate bars that satisfy your sweet cravings without compromising on quality."

4

"Revolutionize your fitness journey with our smart water bottle that tracks hydration, sets personalized goals, and syncs seamlessly with your health app."

### Products



Productivity App



Noise-Canceling Headphones



Smart Water Bottle



Organic Chocolate Bars

A

B

C

D

Match each element in the lean business plan to its appropriate category by dragging and dropping.

Customer Segments  
Early Adopters

Channels

Solutions

Cost Engineer

High-Level Concept

Unfair Advantage

Revenue Streams

Unique Value Proposition









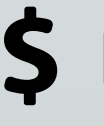
Problem-Existing Alternatives

Customer Elements	Marketing Elements

## Apply the Lean Canvas methodology to develop a business plan for a unique startup idea.

### Instructions:

- **Choose a Business Idea:** Select a startup idea you're interested in or create a fictional one. Ensure it addresses a specific problem or need in the market.
- **Identify the Problem:** Clearly define the problem your startup aims to solve. Be specific and focus on a target customer segment.
- **Define Customer Segments:** Identify the primary and secondary customer segments your product or service will cater to.
- **Craft a Unique Value Proposition (UVP):** Develop a concise statement that communicates why your product or service is unique and valuable to your target customers.
- **Propose a Solution:** Outline the solution your startup offers to address the identified problem. Highlight the key features that set your solution apart.
- **Determine Channels:** Identify the channels through which you will reach your customers and deliver your product or service.
- **Establish Revenue Streams:** Define how your startup will generate revenue. Consider different sources of income related to your product or service.
- **Outline Cost Structure:** List the main costs associated with running your startup. Include fixed and variable costs.
- **Identify Key Metrics:** Determine the key performance indicators (metrics) that will help you measure the success of your startup. Consider customer-related metrics, acquisition costs, and retention rates.
- **Unfair Advantage:** Think about what gives your startup a competitive advantage. It could be a unique skill, technology, partnerships, or any factor that sets you apart.

 <p><b>Problem</b></p> <p>List your customer's top 3 problems</p>	 <p><b>Solution</b></p> <p>Outline possible solution for each problem</p>	 <p><b>Unique Value Proposition</b></p> <p>Single, clear, compelling that turns an unaware visitor into an interested prospect</p>	 <p><b>Unfair Advantage</b></p> <p>Something that can't be easily copied or bought</p>	 <p><b>Customer Segments</b></p> <p>List your target customers and users</p>
<p><b>Existing Alternatives</b></p> <p>List how these problems are solved today</p>	 <p><b>Key Metrics</b></p> <p>List key numbers telling how your business is doing today</p>	<p><b>High-Level Concept</b></p> <p>List your X for Y analogy (e.g. Youtube = Flickr for videos)</p>	 <p><b>Channels</b></p> <p>List your path to customers</p>	<p><b>Early Adopters</b></p> <p>List characteristics of your ideal customer</p>
 <p><b>Cost Structure</b></p> <p>List your fixed and variable costs</p>		 <p><b>Revenue Streams</b></p> <p>List your sources of revenue</p>		