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	Name:		
	Step 1. What customer or population segments are you members of? Are you a dancer, musician, cook, romance novel reader, left hander, tennis player etc	Write down three groups of people you belong to three times in Areas 1 -9	
	Step 2. What passion segments are you a member of (groups whom you would be excited to serve, for whom they would love to solve problems). Disenfranshised youth, kindergarderns, restaurant owners, (think about why are you passionate about this group?)	Write down 3 passion segments you belong to three times in Areas 10-18	
	Step 3. Add 20 more problems after more research, conversations with class mates and searching online.	Fill out Area/Segment and Problem columns all the way to row 38	
0	Area/Segment	Problem	Groups you have access to and people you could interview
1	GSU Undergraduate Students	Parking on campus	Victoria Goddard
2	GSU Undergraduate Students	Connecting with other students	Zach Butler
3	GSU Undergraduate Students	Finding careers after school	
	Women Aged 18-25	Feeling safe traveling alone	
	Women Aged 18-25	Finding adult recreational activities	Rachel Poma
6	Women Aged 18-25	Finding affordable fashion	
7	Cat Owners	Keeping pet odors in check	
8	Cat Owners	Tracking how much pets eat	Chantal Larson
	Cat Owners	Pets scratching furniture	
40	Recovering Addicts	Staying on track with sobriety	
44	Recovering Addicts	Finding meetings on the go	Alex Poma
	Recovering Addicts	Maintaining motivation/positivity	Alex I office
13	Luxury Consumers		
	Luxury Consumers  Luxury Consumers	Selling unwanted luxury goods	File Allen
	Luxury Consumers  Luxury Consumers	Protecting luxury goods	Elle Allen
40		Trying items before purchase	
17	Young Professionals	Upward mobility in career	
	Young Professionals	Maintaining household chores	Chazz Foreman
10	Young Professionals	Getting a healthy breakfast on the go	
~~	Millenial Men	Finding a perfect haircut for your face shape	
	Millenial Men	Getting quality clothes through a subscription service	Griffin Vanderveer
21	Millenial Men	Budgeting income and organizing subscriptions	
22	Dog Owners	Getting high quality food for pets	
23	Dog Owners	Finding dog parks on the go	Ann Gillfillan
	Dog Owners	Socializing new pets with old pets	
25	Parents of Toddlers	Getting adequate sleep at night	
	Parents of Toddlers	Child-Proofing the home	Amanda Doornbos
27	Parents of Toddlers	Making sure your child is safe when away	
28	Makeup Artists	Making sure your makeup kit is diverse	
29	Makeup Artists	Training for all skin tones	Alyssa Attride
	Makeup Artists	Developing connections in the industry	
	Homeless Adults	Finding career resources	
	Homeless Adults	Getting grooming services	GSU Campus Homeless
	Homeless Adults	Mental health support for homeless	
	Fine Dining Enthusiasts	Connecting with other fine dining enthusiasts	
	Fine Dining Enthusiasts	Finding the best restaurants in every city	Aimee McRae
	Fine Dining Enthusiasts	Reserving tables online	
37	Content Creators	Standing out from the crowd/noise online	
38	Content Creators	Building a personal brand	Emily Barnes
39	Content Creators	Finding business resources tailored to content creators	
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