



**Politecnico  
di Torino**

## **Guide for digital design and sales**

Module 1: Understanding the ideal client (s) - IDENTIFICATION of the avatar. The company can separate male and female, gender, ethnicity, and religion; describe in detail in a paragraph. (Make two avatars, one for men, one for women)

- Name:
- Age: **19 - 35**
- Sex:
- City and country of birth: **Italy**
- Occupation: current and desired
- Civil status: married, **single**, or in a free union
- Emotional state: negative and positive emotions
- Physical ailments: obesity, pain...
- Adverse events: job loss, a loved one's death, unfinished goals...
- Customs: traditional and acquired
- Hobbies: intellectual, creative, money

Italian students between the ages of 19 and 35, singles seeking new experiences and putting their university skills and concepts to the test in real-world projects abroad, and European organizations whose scope and projects fall under social innovation and social entrepreneurship.

Unique value proposition = analysis of the product's expansion possibilities.



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**1. Product, service, or social cause value map:** from most important to least pleasant

**Name student's satisfaction (Benefit) for each category at each time:**

Category	Today	3 months
Necessary:	<ul style="list-style-type: none"> <li>- Traveling to a different country</li> <li>- Getting out of comfort zone</li> </ul>	<ul style="list-style-type: none"> <li>- Adapt to the culture</li> <li>- Learn the language</li> <li>- Helping people</li> </ul>
Expected:	<ul style="list-style-type: none"> <li>- Practice English</li> <li>- Feeling capable</li> </ul>	<ul style="list-style-type: none"> <li>- Have new social relationship experiences</li> <li>- Implement what you have learned in your career</li> <li>- Increase confidence</li> <li>- Learn new skills</li> </ul>
Desired (opportunities):	<ul style="list-style-type: none"> <li>- Overcome fears</li> </ul>	<ul style="list-style-type: none"> <li>- Offer a job</li> <li>- Open doors</li> </ul>
Unexpected (customer Dreams):	<ul style="list-style-type: none"> <li>- earn more money</li> <li>- know more countries</li> </ul>	<ul style="list-style-type: none"> <li>- Decide to live in that country</li> <li>- Encounter a contact who makes an offer</li> </ul>



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**Name student's frustrations by category** (objectives student have not been able to achieve over time)

Category	Today	3 months
Problems.	<ul style="list-style-type: none"><li>- Cultural shock</li><li>- feeling frustrated because you do not understand the language</li><li>- not feeling at comfort with the place or person in which I live</li><li>- feeling lonely</li></ul>	<ul style="list-style-type: none"><li>- not having someone to guide you</li></ul>
Undesirable results	<ul style="list-style-type: none"><li>- not responding to changes</li><li>- return ahead of schedule</li></ul>	<ul style="list-style-type: none"><li>- There has been no improvement in the language after three months</li><li>- do not like the experience</li><li>- feel that what I study does not like</li></ul>



**Name jobs for each category:** Stressful situations the student has due to not contributing to the cause.

Category	Today	3 months
Functional	<ul style="list-style-type: none"> <li>- not learning or practicing a language living with natives</li> <li>- failing to apply what they learned in another country</li> </ul>	<ul style="list-style-type: none"> <li>- Not becoming a differently-abled person</li> <li>- Learning to travel takes far too long without spending much money.</li> <li>- being unable to contribute your grain of sand to the planet and its inhabitants</li> </ul>
Social	<ul style="list-style-type: none"> <li>- the inability to live new experiences</li> </ul>	<ul style="list-style-type: none"> <li>- It has not been easy to relate to people from other cultures</li> </ul>
Emotional	<ul style="list-style-type: none"> <li>- being unaware of his capabilities</li> <li>- Do not change your thinking (do not open your mind).</li> </ul>	<ul style="list-style-type: none"> <li>- Continue to be frustrated because the dream has not yet been realized</li> </ul>



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**Product profitability criteria:** improvements in terms of resources that the student could make:

Category	Today	3 months
Time	- You will quickly discover what you are capable of.	- The language would significantly improve.
Productivity	- Determine whether you are effectively focusing on your studies.	- Easily adaptable - Determine whether you are effectively focusing on your studies.
ROI	- The cost is insignificant compared to the benefits.	- The experience and knowledge gained are well worth the investment.

**Objections and FQA:** reasons why the students would not take the offer and frequently asked questions:

#### **What requirements do I need to apply?**

You are zealous to explore different cultures, gain first-hand work experience and help an innovative organization in a different country.

You are at least 18 years old, and you know the language of the country you are visiting.

You are creative, culturally adaptable, and keen to learn and help!



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**What should I do if I do not have enough money?**

We help you get a scholarship!

**Is there anyone who can help me with my questions?**

Of course! Write all your questions to [global@socialinnovationteams.org](mailto:global@socialinnovationteams.org)

**How frequently do you put out a call for applications?**

We have openings all year round, although each organization has a preferred hosting period. You should check every single opening [here](#).

**What is the duration of the experience?**

Our international missions last approximately from 1 to 3 months. However, the volunteer and the hosting organization can agree on a different duration. Extension of the timeframe may be evaluated from case to case (based on host organization needs, feedback, and participant will) for both online and on-site experience (or even mixed, e.g., starting on-site and extending the collaboration offline).

**Can a guide advise me on where to live and the most critical aspects of the area?**

Every partner has an info pack with all the relevant info for your staying. Furthermore, some partners provide a guest house or can help you to look for an affordable room.

**What kind of job will I have?**

You will be working on projects related to social innovation and social entrepreneurship. Precisely, research, data collection, business analysis, management, design, IT and communication, architecture,



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Furthermore, urban development is an example of activities. Discover all of the SITGlobal opportunities on our [website](#).

Generals	Today	Solution: what the foundation gives to the client
Time	1. I'm still studying 2. internship troppo lungo 3.	We open places every month offriamo soluzioni di anche solo un mese
People	1. I have to consult with my family 2. 3..	Informative sessions FAQ on the website
Financial	1. do not have money 2. 3.	Credit card borse di studio si paga in base al reddito

BONUSES: solution to future needs

NAME	DESCRIPTION
1	We provide challenging activities, partner support, and the option of providing accommodation (guest house) or assisting them in finding an affordable room.
2	offriamo un corso pre-partenza
3	offriamo dei badge, attestati di partecipazione o crediti universitari