

# Inspiring Innovation Podcast

[Based on Inspiring Innovation episode with Leslie Samuel](#)

---

## Customer Avatar Example I: Interactive Biology

Her name is Regina Richardson.

Regina is a 19-year-old sophomore in college. When it was time for her to apply to college, she knew exactly what she wanted to be. In fact, she always knew she wanted to be a doctor from as far back as she could remember.

Her parents knew it, too, and got her a toy stethoscope for her 13th birthday. Other kids would have been so disappointed – but not Regina. She was so excited. She could finally get to practice being the doctor she knew she wanted to be. However, when she went to college, she was confronted with reality: becoming a doctor is extremely difficult, and what was her passion has become her pain.

In her first year of college, she took General Biology and Physics, and struggled to pass with C's. She spent many nights struggling to understand the notes she had written from the lectures she attended, and the textbook almost seemed to be in another language. Could she do it? Could she really become a doctor?

She was no longer as confident.

How could she tell her parents? Would they be disappointed in her? She couldn't bear the thought.

Then, she thought to herself: I need help.

She knew going through her sophomore year that something had to change. Her summer break was a good change in pace, and she had time to reflect.

She started looking for resources outside of what was offered at the school and stumbled on to Interactive Biology.

After watching a few videos, she was utterly amazed at the fact that the concepts she struggled to understand over the last year had become so clear to her in a few hours of watching some of the videos. These gave her renewed energy and increase her determination to become a great doctor.

She will succeed. She will be the doctor she always wanted to be, and yes . . . she will help countless people through the course of her lifetime. And Interactive Biology will be with her throughout that entire experience.

---

## Customer Avatar Example II: Become A Blogger

Her name is Christina Simmons.

Christina is 35, married to Tom with two kids – a 6-year-old Simon and a 4-year-old Annie. When Simon was born, she gave up her job as a receptionist without hesitation. She never really wanted to be receptionist. But when her Psychology degree didn't land her a job, it was the only available gig.

In about a year, both of the kids would be in school and Christina is starting to think about what she would be doing during the day. Yes, she could get the receptionist job again, but she wants to do something more. She always felt as if she was meant for something special. It is important to Christina to leave her mark on the world, but she has never been able to figure out exactly what that is.

For the last year, she had been reading blogs and has been impressed at how individuals have been using blogs to build an audience, demonstrate their expertise, and impact the lives of many people all over the world. Not only that, she has seen how some of these bloggers have turned what they do online into a thriving online business.

So, she started doing research on how to build a business with a blog, but has been getting overwhelmed. There's so much information out there and she's not really familiar with the technology. She considers herself to be a relatively smart person, but is uncertain as to whether this could be it.

The following thoughts plagued her mind: What would she write about?

She's passionate about so many things that it's hard for her to narrow it down. If she worked to narrow it down, what if she invest a lot of time in building it and no one comes to her blog? What if she fails?

Despite her fears, she decides that she was going to give it her absolute best shot. She is determined to succeed and she will.