

Customer Behavior & Journey — Student Guide

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Hult Future Leaders Challenge · companion guide to the 30-minute working session on the LEGO® NINJAGO® Legends Teen brief. Read this before, during, or after the session it holds everything the slides cover, in more depth, plus space to fill in your own answers.

How to Use This Guide

- Read **Session 1** before you finalize what your product *is* and who it's for.
- Read **Session 2** before you finalize where it launches and how it spreads.
- Every framework ends in a worksheet table — fill it in for your own concept, not for NINJAGO.
- This guide contains no product idea. It contains the diagnostic tools your evaluators will be applying to judge yours, whether they name them or not.
- Companion slide deck used in class: [See attached]

Session Agenda at a Glance

Session	Duration	Core question	Frameworks used	What you leave with
1. Customer Behavior	15 min	Why would a Teen want this?	Needs Model · Teen Drivers · Fandom Ladder · Discovery & Trust	5 behavior questions, answered for your concept
2. Customer Journey	15 min	How does a Teen find it, get it, and pass it on?	Discover–Engage–Own–Advocate Loop · Friction/Acceleration Map · Ecosystem Case · Orchestration Test	5 journey questions, answered for your concept

How This Maps to the Brief's Evaluation Criteria

Brief evaluation criteria	Primary lens	Where to find it
Product Concept	Your own definition	N/A — this is your idea to define
Teen Relevance	Behavior	Session 1, Frameworks 1–2
Driving Fandom	Behavior + Journey	Session 1 Framework 3 · Session 2 Frameworks 1 & 3
Commercial Potential + Feasibility	Journey	Session 2, all frameworks

The Master Worksheet

All ten working questions in one place, for a final pass before you submit.

#	Lens	Question	Your notes
1	Behavior	Which need is your idea really serving — functional, social, or emotional?	
2	Behavior	Does it feel autonomous and status-worthy, or would a Teen worry it reads as "for kids"?	
3	Behavior	Where does your concept sit on the fandom ladder and could it climb higher?	
4	Behavior	What's the shareable moment or in-joke your idea creates on its own?	
5	Behavior	Who would a Teen trust to show them this	

#	Lens	Question	Your notes
		a creator, a friend, or the brand itself?	
6	Journey	Where does a Teen most likely discover this and is that channel actually Teen-native?	
7	Journey	What's the very next thing they do after they first see it?	
8	Journey	Where would your concept break and what removes that specific friction?	
9	Journey	Does owning it create something worth posting, wearing, or bringing to a friend?	
10	Journey	How does it hand fans back into the loop — from advocate to someone else's discover?	