



**LILY  
SHIVE**

DES 363

**WARSTIC**

## **WHAT IS WARSTIC?**

Warstic is a company founded in 2011 by Ben Jenkins. In 2016, Jenkins partnered with Jack White of Third Man Records. The goal of Warstic is to combine "design artistry and high performance, precision weaponry made for all out war on the field."

## **CULTURE OF WARSTIC**

The culture of Warstic is very much an underdog who has created a baseball bat with strong design standards and creativity. They're not only a company to get a baseball bat, but one who equips you with the tools to bring your best effort at "every moment." Their goal is to inspire a warrior's mindset to be more "engaged and successful" in both life and sports.

"Warstic athletes possess a growth mindset, not a fixed minset"



# ZACK

## High School Baseball Player

To intro, I did do this exercise with my roommates who both said they already held certain biases or stereotypes of baseball players...

## WHO ARE THEY?

Zack is a typical high school baseball player who is always thinking about the competition and judging his performance in his sport. It heavily affects his mentality, from better than everyone to feeling doubt in his skills and performance.

His life mostly revolves around baseball and basic high school boy things, from eating a lot and playing video games to the early onset of toxic masculinity, partying with friends and finding joy in their masculine prowess . He's constantly in baseball gear and is always asking his parents to buy new apparel and equipment.

## WHAT DO THEY NEED?

Products/things: portable console, food, nutrition, vitamins, a job

Lifestyle: discipline, meditation and journaling, better circle of influence, good role models, therapy, community of likeminded peers to compete with

Something Warstic could consider would be partnering with health/nutrition companies (especially protein shakes), as well as focusing on the mentality of an athlete, which would align with the company ethos



Makes fun of people through jokes

Invasive things to girls/guys they have a crush on

That team SUCKS

I love Andrew Tate

I'm better than him

Needs to be humbled through ~therapy~

party's drinking

Women are objects

if girls (or guys) think they are cool

Better circle of influence

about their future / past short sports career

I need to be the best

doubt in their skills/performance

Another hobby besides baseball



SAYS  
DOES

THINKS  
FEELS

Needs a job

Walks around wearing primarily ~~the~~ Baseball merchandise

asks parents for "rui" gear/equipment

Makes Comments on friends' moms

is mean to their family

Discipline (Rort)

Meditation + journaling

That they're Better Than everyone else

Like the Shit (excuse my wording)

that their parents lives revolve around them

anger + rage because they cannot communicate their emotions effectively

Incompetent (sometimes)

good role model

Goes to practice often

Plays video games

Portable Console

Competition w/ peers

Good hygiene

Masculine

Nutrition vitamins

Eats a lot

food

like minded peers





# SHEILA

Mother of Young Baseball  
Player, 28

## WHO ARE THEY?

Sheila is young working mother whose life revolves around her family, career, and adulting chores. She feels happy and proud of her son who's interested in baseball, and spends most of her time doing errands and being a parent.

When not working, you'll find Sheila spending time with her son driving him around to his practices, running around doing errands, and squeezing in time for herself for a needed break from the madness. While she feels fulfilled in her life, it can be easy to feel tired and overwhelmed.

## WHAT DO THEY NEED?

Products/thing: grocery delivery, planner, various online order/pick-up and delivery services, coupon app, fitness streaming app

Lifestyle: spending time with family, baseball parent community group, sleep and rejuvenation

Parents are a key demographic of Warstic, and one main thing I saw from this was the need for efficiency. When you're a parent who's running around, you want a company that will make things as easy as possible for you with great products, which is important to consider in designing for products and web/social platforms.



I wish my kid helped more in the house

"Clean up your mess and you can have your treat"

I have so many errands I need to run today.

I'm going to Target tomorrow

How does ~~this~~ this cost compare to similar items?

"What else do I need to buy?"

Parent community group

Should I have another kid?

her kid is smart + kind

order online pick-up/delivery services

Coupon app

Want to meet up for lunch?

What do you want for dinner?

food delivery

thinking about getting gym membership

I'm too busy for this

fitness streaming/app



SAYS

DOES

Planner for organization

THINKS

FEELS

works during the day

tries to balance kid's activities with personal time

tired

overwhelmed

Sleep/requirements

shops for family

laundry

grocery delivery

old

drives son to school + activities

make sure kid's homework is done

planner

loved

spend time w/ family

happy

proud





# THOMAS

Baseball Enthusiast, 32

## WHO ARE THEY?

Thomas is a single baseball enthusiast who has a love for the sport and its history, and spends numerous amounts of hours scrolling through different online sites for vintage merchandise and equipment. He knows a lot about the sport and its history as well as current players/trends.

Most of Thomas's time not working is spent betting on games, though he has started to feel that his hobby might not be worth his time as he's feeling lost and stuck in life.

## WHAT DO THEY NEED?

Products/things: more baseball merchandize/equipment, platform to showcase collection, community with same interests, technology, deal apps, vintage apps  
Lifestyle: learn to cook, find another hobby/expand from baseball, go to the gym, planner

Thomas is an interesting consumer for Warstic as he's not a current player, but is a fan of the sport and the entities surrounding it. For this type of audience, pushing Warstic's design perspective and unique qualities compared to others on the market and detailing the history of their influence on the sport, that would bring the brand more awareness.



Should I be starting a family?  
Nah, focus on Baseball

"I am a twiife"

Find another hobby

my collection is impressive

A platform to showcase this to people who may like it

"What should I postmates for dinner?"

Learn to cook

"Did you catch last night's game?"

Friends with same interests

Go to the gym

Goes for walks

Bets on baseball games

Watches wk for future baseball stars

works on being organized

get a planner

Baseball is the best sport

I need to expand my collection

Buy more baseball stuff

Why am I single

do I need to hide my hobby from people I date?

Find someone with similar hobbies that accepts him

Is my hobby a waste of time?

should I be spending my time doing something else?

Find another hobby, so it's not just baseball

What selling platform  
can I get the best deal on?

Are there any beer specials at the bar tonight?

A smart phone to google or search stuff

FEELS

Stuck in life

Lost, No hope

needs a breather from family

overworked

Needs a vacation not near home



# WARSTIC VS ADAM SAVAGE

## EMPATHY MAPS

The empathy mapping was starkly different for Warstic with my roommates and Adam Savage in class. First off, they're extremely different brands, one with a nerdy, tinkering man-as-the-brand and another which is a product-based athletic company whose owners are not necessarily the face of the brand.

There are key differences with the brands which would influence the target audiences. Adam Savage is well known for his TV show as well as his YouTube channel where he builds, tests, and generally nerds out. This would reflect in his target audience/consumer as people who are interested in building, cosplay, engineering, etc.

Warstic does have an interesting background with Ben Jenkins as an owner who is passionate about baseball and architecture, as well as Jack White who is both a designer in upholstery and a famous singer, among other business endeavors. However, because it's a product-based company, it's more known for being a baseball bat company, attracting a crowd of athletes, parents of athletes, and sports enthusiasts.

These audiences are extremely different and are going to lead to empathy maps with pretty polar opposite users.