



NAME..... DATE..... RATING OUT OF 10.....

TITLE: WHO DO YOU THINK THEY ARE?

QUOTE: “Professor Porsche, in reply to an accusation that most people did not like his adverts, pointed out that most people could not afford his cars”

OBJECTIVES FOR THE WEEK:

When you are looking at projects, really look at who the audience are.

Use the topics below to help get a really clear view of who you are trying to hit.

Determine which characters are important to you, you don't have to fill them all in, chose the ones that matter to you.

Location: Where are the people and where will they interact with the product

Age:

Sex:

Education level:

Earning level:

Personality type: Are they an early adopter or a laggard, a risk taker or risk adverse.

Lifestyle: Work, hobbies, holiday habits etc

Home life: Student, single, married, married with young kids, family, empty nester etc





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To double check they are the right people, look at the market opportunity.

- Define your market segment
- How many people are in it
- How easy are they to reach and how will you get to them?
- Is there potential for growth or contraction in the segment and if so, by how much?
- Does the segment fit with any existing work you do? Is it complimentary, does it fill a gap or is it conflicting?
- Can we meet their needs?
- Can we understand and get more information on this segment?

Once you have worked out who they are, write an ideal character sketch.

E.G. Steve is 31, single and works in marketing, he earns £35,000 per year and loves extreme sports and socialising. He lives in London and saves up to go on activity holidays with his friends where they make YouTube films with his GoPro. Hi is a risk taker on holiday, but wants security in the important things etc...

Once you have your target audiences, you can see how you can create products for them.

RESULTS:

