

Target audience

Project stage: Research

Imagine the person who will buy your product.
Create a character profile for them. This will help
you understand their needs and interests better.



Name / age / gender:

Entertainment:

Music / TV / films / games they like?

Clothing:

Latest styles or fashion hater?

Education and ambitions:

What are they studying? Where?

Ethics and values:

Eco warrior or charity giver?

Mobile phone:

Make / model / apps?

Favourite brands:

What other brands do they like?