

# Target audience

## Project stage: Research

Return to this sheet when you are refining your product and thinking about marketing. What would this person think about your product? What feedback might they give you?



DESIGN  
VENTURA  
2023–24

the  
DESIGN  
MUSEUM

+

BORN TO BE

The Deutsche Bank youth  
engagement programme



### Your target user:

(e.g: Their name / age / gender / nationality / other defining characteristics)

### Their personal preferences:

(e.g: Music / TV / films / games / hobbies they like?)

### Their clothing:

(e.g: What do they like to wear? Are they into the latest styles, do they like to keep it simple or are they a fashion hater?)

### Their career, education and ambitions:

(e.g: What do they do for a living? If they are a student, what are they studying? What are their plans and hopes for the future?)

### Their ethics and values:

(e.g: What do they care about? Do they give to charity? What causes are important to them? Do they care about social, educational, environmental or other issues?)

### Their routine:

(e.g: What do they do for travel, work and fun? What does their average day look like?)

### Their favourite brands:

(e.g: What other brands do they like? What can you learn from this?)