

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?



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VENTURA
2021–22

the
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+

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?)