

# Target audience

## Project stage: Enterprise

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



**DESIGN  
VENTURA**  
2009–2019

the  
**DESIGN  
MUSEUM**

+

**BORN TO BE**  
The Deutsche Bank youth  
engagement programme



**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?

**What is their daily routine?**

Travel, work, fun

**Favourite brands:**

What other brands do they like?