

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.



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?