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| Audience Analysis Template for UED Project |
| Profile 1  Judith Page is 29 years old married and has 2 children. She works as an assistant manager in company of KPMG. Judith Page is a very busy person and she love to but clothes for her family. She will bring her family to the mall to buy a few clothes monthly. |
| Scenario for Profile 1  Judith Page came across the fashion website on her phone and she was surprise that they have variety of clothes items to choose from. Since she does not have much time due to her work, just a few click she could purchase and wait for them to delivery. It saves time and its convenient to be delivery to her house. |
| Profile 2  Lilia Duncan is 25 years old a graduating student in a university. She does not have too much time on her hand as it’s her final year and due to work overload and didn’t have much time to rest. She was thinking of buy some new clothes as a rewarding for herself. |
| Scenario for Profile 2  She saw an advertisement of the fashion website. The website was doing a sale for that period of time, and she was thinking rewarding herself for working her for the past few weeks, but she does not have time to leave her house than she uses the website to buy her clothes as it’s saves time and its convenient to be delivery to her house. |