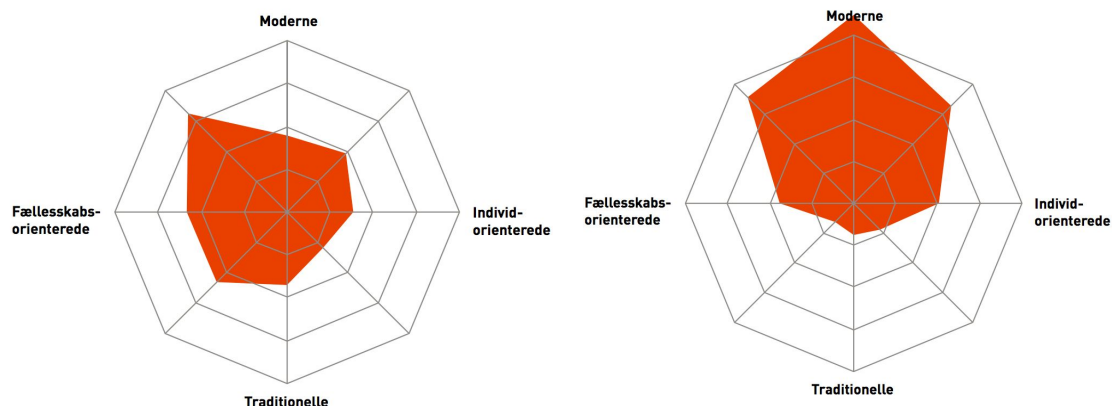


The target group, in relation to our vision is enormous. Last year, the use of services on the basis of P2P has tripled and up to 9% of the Danish popularity, has tried or already use services based on this trend. This means we have several segmentation groups, making it difficult to know the required needs our prototype should meet to attract potential users for testing and development. To search for a competence you want to learn on the prototype - the very essence of the concept - it's required that there is content to search for. This content is generated by users who choose to educate and create courses. It is therefore essential to get as many users to register as educators in order to have the search form working probably. We live in Aarhus - Denmark's best educational center. More than 50,000 students daily shallows knowledge to themselves in more than 150 different study programs at the city's many educational institutions. The city's main educational institution, the University of Aarhus, is according to international ranking lists the top 100 universities in the world. Some 30,000 students benefit from the high academic level of education. VIA University College is Denmark's third largest educational institution, with some of the most popular educations to study. Moreover, competence development institutions such as the School of Architecture, the School of Journalism and the Royal Academy of Music is also popular. We therefore assess that the first audience to turn to is the students that study higher educations in Aarhus.

Since our focus now is enjoined, we have chosen to use the segmentation model Gallup's compass and geo-demographic classification developed by Geomatic to gain insight in the Danish demographic conditions, their lifestyle, behavior and attitudes. This classification divides Danes in 9 groups subdivided into 36 types. Our target group can be divided into: Youth on the Move, Young tenants in training and Urban diversity.



### **Youth on the Move**

Under 29 years

Account for just 4% of the population

Living mainly in the metropolises of Aarhus and Copenhagen.

The average income is low.

Most are enrolled in higher education.

The group is curious, but 58% live below 750 kr. Per week.

Have high autonomy.

Grows sports at a high level.

Heavily of online media and technologies.

1/3 is a humanist association

Mainly red (political)

### **Young tenants in training**

Under 35 years

Account for just 7% of the population

1/3 supported home economic

Low income

High autonomy

Cultural practitioners in drama and music or art.

Started with long higher education

Apply online on social media, but are not always informed or with new trends.

The mix of red and blue political.

### **Urban diversity**

less than 40 years

1/3 from countries other than Denmark

1/8 exchange students or other undue delay

15% of the population

Students in the short or medium term education

Low income

Red politically.