Ciara Donlon

Professor McLeod

Design for the Web II

January 28, 2024

**Target Audience**

**Business or Brand Name:** Little Sparrow Music Studio

**Description:** Little Sparrow Music Studio is a studio in Chester offering piano and voice lessons in both individual and group settings. We offer lessons for all ages- from early childhood through adult.

**Characteristics:** The audience of Little Sparrow Music Studio is interested in music- specifically piano and voice. They will gravitate toward the classical formation offered by the studio.

**Average Age/Range:** The most common age of this audience ranges from 17- 30’s. This is because most students enrolled will be young children, or school-age students- and their parents are enrolling them and looking at the website. Older teens, however, may view the website to make decisions, and the age range of students extends uncommonly to senior citizens.

**Education level:** Again, our target audience is essentially parents of students- who most commonly have completed an Associate’s or Bachelor’s degree.

**Median income:** We wish to attract families with a range of income- low to high. All benefit from the power of music, and oftentimes families of low income are willing to make this investment.

**Race:** Our target audience includes members of every race; music attracts all.

**Ethnicity:** All ethnicities are the audience of music lessons.

**Gender:** Historically, there has been a greater number of females than males taking piano and voice lessons at the studio; however, the studio has offerings for both.

**Primary spoken language:** We are only able at this time to accommodate students who speak English.

**Unifying characteristics:** The unifying characteristics of Little Sparrow Music Studio’s audience are: willingness to invest in a musical education (a value of music). For our group classes, our audience cares to invest in the musical education of their children. These folks will desire a wholesome atmosphere for their little ones. Typically, we see a level of artistic taste in piano students, and in voice students, some degree of desire to perform.