

Målgruppesegmentering:

Geografisk segmentering

Websiden henvender sig til virksomheder hvor studerende inden for webdesign kan komme i praktik eller til studerende på en uddannelse inden for webdesign. Websitet er på engelsk, hvilket gør, at den rent geografisk kan bruges flere steder.

Demografisk segmentering

Websitet henvender sig til begge køn. Det sætter ikke krav til særlig indkomst, men henvender sig mest til personer der er under en uddannelse som multimediedesigner eller som ansætter webdesignere.

Psykografisk segmentering

Websitet er bygget op omkring personlighed, og man skal derfor være interesseret i at læse om den person der har oprettet websitet.

Adfærdsmæssig segmentering

Udbyttet for brugeren er, at han/hun skal kunne lære noget om personen, der ejer websitet.

Teknografisk segmentering

Brugeren skal have adgang til enten en mobil, tablet eller computer og skal kunne anvende disse.

Persona:

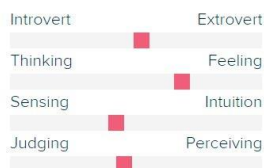
Kirsten Modeweg Hansen



"Hard work beats talent when talent fails to work hard"

Age: 47
Work: Web designer
Family: Married
Location: Hillerød

Personality



Hard working

Caring

Calm

Thoughtful

Goals

- Be a good boss
- Become independent web designer
- Get grandchildren

Frustrations

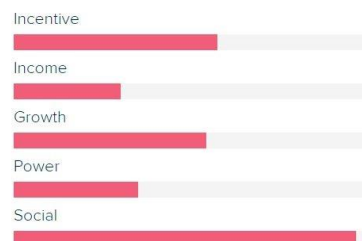
- Drivers speeding on highways
- Lazy people
- Packed gyms

Bio

Kirsten is mother of two and married to Carsten. They live in Hillerød with their dog Fede. Kirsten is a webdesigner at Lego and has students every 6 months.

Kirsten's oldest daughter is 26 and pregnant with Kirsten's first grandchild.

Motivation



Favorite websites



stackoverflow

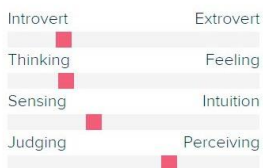
Casper Petersen



"When i wrote this code only God & I understood what i did, now only God knows"

Age: 25
Work: Student
Family: Single.
Location: Copenhagen

Personality



Calm

Happy

Friendly

Goals

- Be good at photoshop
- Get a good job.
- Find a girlfriend

Frustrations

- Buying Christmas gifts
- When the computer doesn't do what he want it to do
- Angry people in the supermarket

Bio

Casper just started an education as multimedia designer. He lives in Copenhagen with his roommate Lisa. He likes design and typography, and in his spare time he is responsible for LegoHouse social media pages.

Motivation



Favorite websites

w3schools.com



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