Target Audience

Todd Vuong

Demographic

- 30-40
- Mexico
- Singl
- Married
- No kids and kids
- $100k-$150k HHI
- Significant disposable income

Psychographic

- Outdoors
- Board games
- Healthy eating
- Togetherness
- Competition
- Status
- Success
- Early retirement
- Frequent promotions

Psychographic

- User
- Influencer

Activity

- Spreadsheets
- Email
- Example.com
- OtherExample.com
- Popular App

Taking Action

- Ease of use
- Efficiency
- Uses several communication tools
- Affordable
- Monthly payment plans
- Hitting deadlines
- Getting budget
- Getting approval
- Team influence
- Bonus structure

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Target Audiences

Todd V.

- 30-40
- West Coast US
- Single
- $100k-$150k HHI

Key Attributes

- Healthy eating
- Early retirement
- Influencer
- Efficiency
- Ease of use
- Email
- Example.com

Alana P.

- 22-30
- Suburban homeowner
- Married 2 kids
- $150k-$250k HHI

Key Attributes

- Active
- Work/life balance
- User
- Clarity
- All-in-one
- Favorite App
- Favorite App
- Example.com

Elena L.

- 30-40
- Digital nomad
- Single
- $45k-$90k HHI

Key Attributes

- Poor internet access
- Early retirement
- Influencer
- Communication
- Basic functionality
- Email
- Example.com
- Texting

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Target Audience

Demographic

- Age
- Geography
- Economics
- Education
- Family

Psychographic

- Hobbies & interests
- Values
- Goals
- Lifestyle
- Motivation

Role

- Decision maker?
- User?
- Influencer

Activity

- Existing alternatives
- Common apps & sites

Taking Action

- Needs & desires
- Criteria
- Barriers & challenges
- Pain points
- Definition of Success
- Incentives

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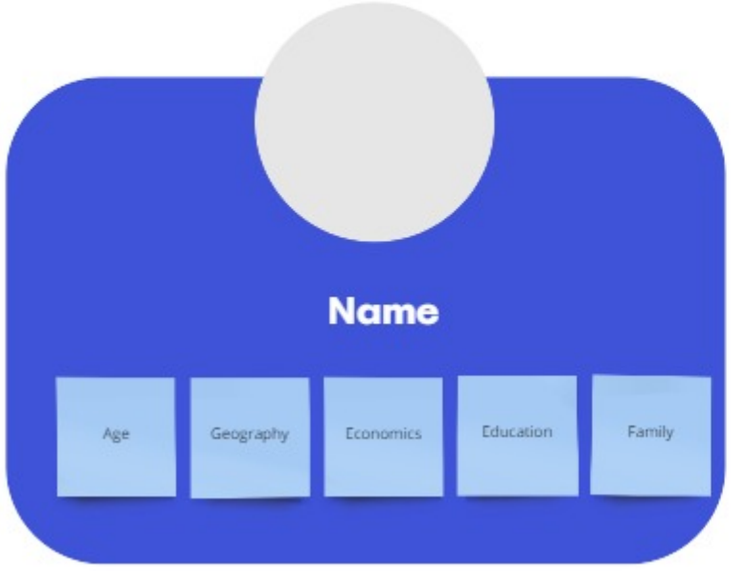
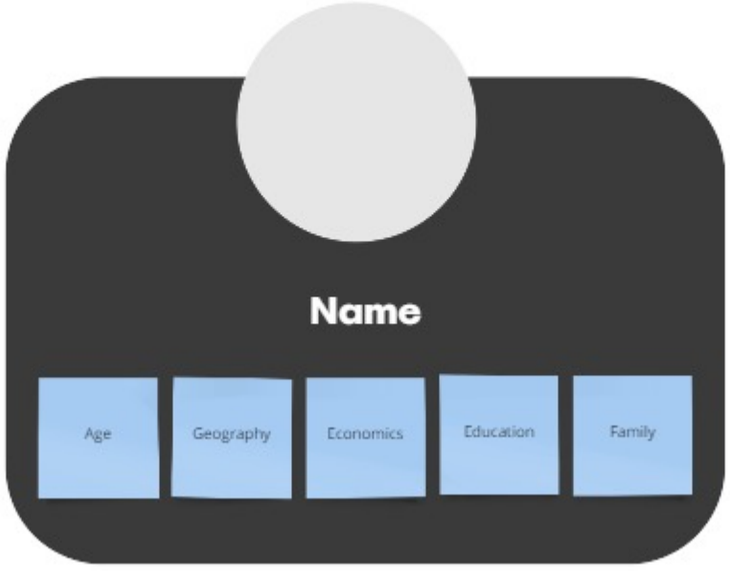
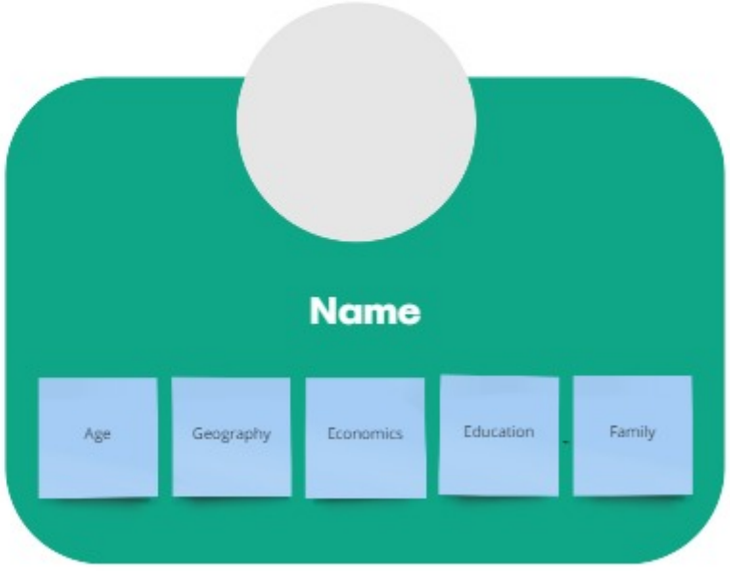
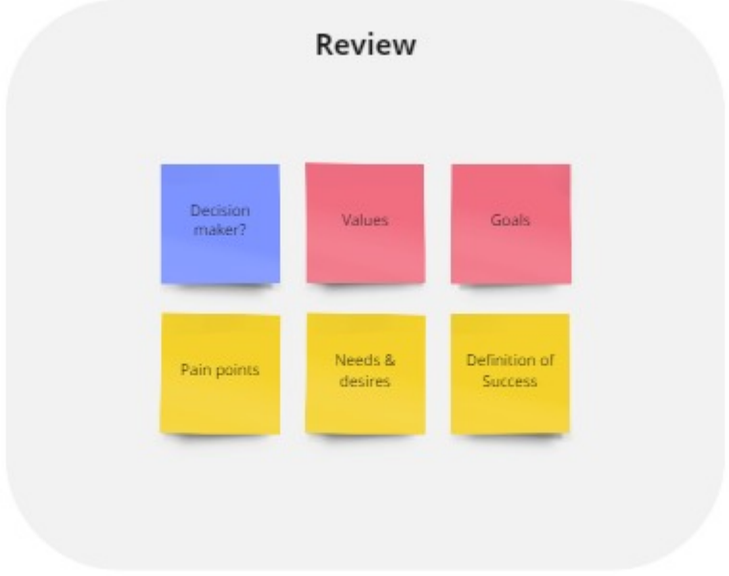
Target Audience Recap









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