

# Target Audience



**Todd  
Vuong**

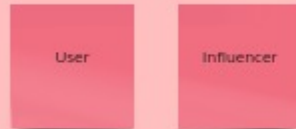
## Demographic



## Psychographic



## Psychographic



## Activity



## Taking Action



# Target Audiences



**Todd V.**

30-40	West Coast US	Single	\$100k-\$150k HHI
Age	Geography	Gender	Economics



**Alana P.**

22-30	Suburban homeowner	Married 2 kids	\$150k-\$250k HHI
Age	Geography	Gender	Economics



**Elena L.**

30-40	Digital nomad	Single	\$45k-\$90k HHI
Age	Geography	Gender	Economics

## Key Attributes

Healthy eating	Early retirement	Influencer	Efficiency
Language	Gender	Race	Values & Beliefs
Ease of use	Email	Example.com	
Values & Beliefs	Values & Beliefs	Values & Beliefs	Values & Beliefs

## Key Attributes

Active	Work/life balance	User	Clarity
Language	Gender	Race	Values & Beliefs
All-In-one	Favorite App	Favorite App	Example.com
Values & Beliefs	Values & Beliefs	Values & Beliefs	Values & Beliefs

## Key Attributes

Poor internet access	Early retirement	Influencer	Communication
Language	Gender	Race	Values & Beliefs
Basic functionality	Email	Example.com	Texting
Values & Beliefs	Values & Beliefs	Values & Beliefs	Values & Beliefs

# Target Audience Recap



Alejandra G.

30-40	Zona Bajío	\$90000/mens	MBA	Divorciada
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Javier Z.

40-50	Zona Norte	100000/mnes	Doctorado	Casado, hijos
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Veronica V.

30-40	zona Centro	100000/mens	MBA	Soltera
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## Review

vida saludable	toma de decisiones	usuaría
muy social	disfruta de bebidas	eficiente

## Review

Autos de lujo	toma de decisiones	usuario
eficiente	obtiene bonos de productividad	fuma puro

## Review

vida saludable	usuario	influencer
eficiente	ciclismo ruta	muy social