{ MARKET\_SEGMENT }

 The core product which group 5 aims to deliver is an interactive dashboard presenting different interactive and visual views of viral data, focusing on the recent outbreak of COVID-19 (Wuhan virus). When considering the four factors of market segmentation being: geographic, demographic, psychographic, and behavioural. Our team have found our market segment to be quite broad as the purpose of the dashboard is to provide easy unrestricted access to essential information regarding the recent outbreak of the Wuhan Virus.

Geographically we aim to reach as many people as possible, where maximum global outreach will be optimal, thus providing necessary information to as many people as possible. With potential cultural differences leading to various understandings and interpretations of the data it is necessary to make the information as universal as possible to limit against misunderstanding of what is being communicated.

When considering the demographic for which we aim our product to target, group 5 has decided to focus on a multi-faceted demographic aiming to target a large age range, all kinds of education levels, people of different socio-economic status, and gender. There may be potential to provide various views in order to cater to an older demographic to easily understand information about the Wuhan virus being communicated, in addition to mor complex views and detailed for younger-middle age viewers with a higher education level where they may be interested in the maths behind prediction modelling and gaining a grasp on the analytics behind the modelling.

Psychographic wide group 5 aims to cater to people of all traits and behavioural properties. Given this product will be widely available to the public and be targeted to be used by people on a global scale Group 5 needs to incorporate intuitive design principles and inclusive design to ensure that a large userbase of people will be able to access the platform and interact with it easily.

Behavioural wise group 5 need to consider the behaviours of the userbase that we aim to serve. A key area that needs to be considered for the provision of a service such as this involves the ability to retain retention among users viewing and interacting with the data, consequentially group 5 needs to consider how the data is presented and content delivered to ensure retention of users, thus leading to the effective use and delivery of service.

{ TARGET\_DEMOGRAPHIC }

When specifically considering the target demographic Group 5 has found that overall, our target demographic will be very broad, where we aim to include a wide demographic and audience. It is essential that we cater to as many people as possible where the information being provided is quintessential to public health. It also remains ethically responsible to provide such information to multiple groups to ensure users have transparency and act accordingly to the information that is presented to them and how they interpret this information.

{ TARGET\_WIDE\_DEMOGRAPHIC }

 By considering the multiple factors regarding the target wide demographic for this software, group 5 believes there to be a need to ensure as many as possible can reliably access and view information regarding the recent Wuhan virus epidemic, however when considering these factors multiple views will need to be implemented to cater to the multiple demographic audiences that group 5 aims to target with our dashboard. Examples being an older age demographic, where views will need to be modified to accommodate older users. Conversely our platform will also need to satisfy the needs of younger to middle aged people who are curious about the analytics and mathematical modelling processes behind prediction models and presentation of existing and current data.