

Marketing analysis

The woke app is used for charity activities mainly towards the young people between 18-35 years old. Thus, we need to explore the features of this age group on society and research their preferences so that we can develop a more appropriate app to satisfy the young people's taste.

The reason that we target at the age group between 18-35 years old has two points. Firstly, the people who are under 18 years old almost still study in school, the pin money is their primary income from parents, and normally every parent will formulate a reasonable amount of towards children's daily cost.

Therefore, the people under 18-years-old don't have extra money for donating to charities. Moreover, especially the little kids, they may not know about charity and what is a charity. Hence, the people under 18 is not a suitable age group for our target users. The second point is that the people who are over 35-year-old, compared with people between 18-35, this age group become pay more attention on body health as well as other various reasons like take care of children or spend more time on their work, there is less time that spent on watching mobile phones. Thus, the use ratio of woke in this will not achieve our expectation.

Above all, the age group between 18-35 is the most suitable target users, and they are enthusiastic, sympathetic and kind hearted. Hence, the most of this age group are willing to know about such public career. The next, people of this age group mostly are students or just graduate from university and begin to independently earn their own life, they do not have large deposit, and majority of the salary is spent on daily cost like shopping, traveling and get-together with friends. Therefore, we can advertise our app in some public areas like university or some university student organization as well as ACNC those reliable charity organizations.