



Target Audience

Worksheet



Target Audience

Craft a target audience for your selected business

Target Audience Name: Adam and Eve

Needs

Ease of access on website to book appointments and hire photographers for weddings and provide the candid photos present on the website with the modern twist to add individuality and personality to the photos. It would greatly benefit in having goofy and funny moments and events in a wedding with friends and family captured and preserved.

Demographics

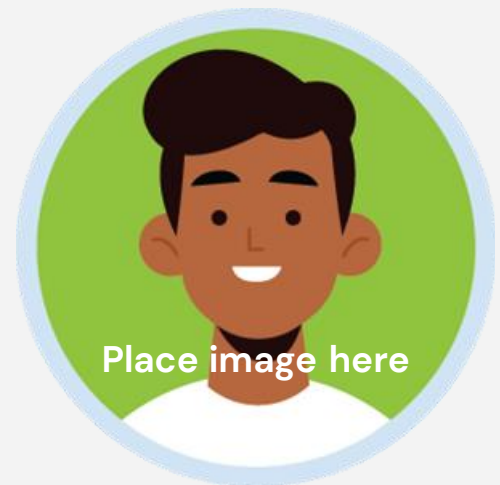
Age: 25–65

Gender: All

Household Income: \$50k – \$200k

Education/Occupation: Professionals

Location: European Union



Interest

Capturing Moments

Uploading Instagram Reels

Performing Funny Wedding Skits

Behaviors

Constantly moving around during the wedding time,

Active on social media like Twitter, Instagram and Snapchat

Actively participates in social causes and activities

