Documenting the Target Audience Identification Process

# Introduction

This document outlines the process of identifying the target audience for our electronic circuit project. Accurate identification of the target audience is vital for tailoring our project's offerings, marketing strategies, and content to meet the specific needs and preferences of our audience.

**Step 1**: Define Project Goals and Objectives

Objective: To create /customize the need of the customer related to electronics.

**Step 2**: Create Audience Personas

Objective: Develop detailed audience personas representing different segments.

**Persona 1:** Electrical Engineering Student

Name: Alex

Age: 22

Education: Undergraduate in Electrical Engineering

Interests: Academic success, project tutorials, skill development

**Persona 2**: Electronics Hobbyist

Name: Sarah

Age: 30

Profession: Marketing Professional

Interests: DIY projects, gadgets, hands-on learning

**Persona 3**: Tech-Savvy Innovator

Name: Max

Age: 40

Profession: Entrepreneur

Interests: Innovative solutions, prototyping, business integration