

Furniture app

Target Audience

For this native app for an online furniture store, a couple of target audience include new homeowners and new renters. I could also think about new college or university students who will also be a great target audience as well if they're moving out to a place near to school and need office chairs and desk.

As the majority of target audience are new homeowners, they will be needing a lot new furniture for their first home. Not only new homeowners, but all the homeowners will also be the target audience for this furniture app. But it's the new homeowners more likely to buy more furniture. And probably the age range for the new homeowners are their thirties. Since this will be a online app, young generation is more likely use this app to buy online than the older generation, who doesn't know technology that much and are more traditional shoppers.

Another target audience are the people who don't like to go around to visit furniture stores as they are quite busy and don't have luxury of time and it's easier for them to order online using a web app.

The new college or university students will also be a prime target audience as well since, they will be needing essential furniture like bed and frame, writing tables and as such for their apartment when they move to another city to study. And the average age group of this shopping group would be around 18+.