

Target Audience



Martin

Demographic

Age

Geography

Economics

Education

Family

Psychographic

Hobbies & Interests

Values

Goals

Lifestyle

Motivation

Role

Decision maker?

User?

Influencer

Activity

Existing alternatives

Common apps & sites

Taking Action

Needs & desires

Criteria

Barriers & challenges

Pain points

Definition of Success

Incentives

Target Audience Recap



Martin

Age	Geography	Economics	Education	Family
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John

Age	Geography	Economics	Education	Family
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Jennifer

Age	Geography	Economics	Education	Family
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Review

Decision maker?	Values	Goals
Pain points	Needs & desires	Definition of Success

Review

Decision maker?	Values	Goals
Pain points	Needs & desires	Definition of Success

Review

Decision maker?	Values	Goals
Pain points	Needs & desires	Definition of Success