Target Audience

Todd Vuong
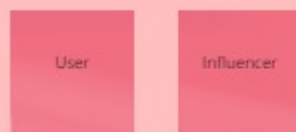
Demographic

- 30-40
- West Coast US
- $100k-$150k HHI
- Single
- Married
- Significant disposable income
- College degree +
- No kids

Psychographic

- Togetherness
- Early retirement
- Outdoors
- Competition
- Board games
- Frequent promotions
- Status
- Healthy eating
- Success

Psychographic

- User
- Influencer

Activity

- Popular App
- Spreadsheets
- Example.com
- Email
- OtherExample.com

Taking Action

- Affordable
- Getting budget
- Ease of use
- Efficiency
- Monthly payment plans
- Getting approval
- Uses several communication tools
- Hitting deadlines
- Team influence
- Bonus structure

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Target Audiences

Tobby V.
20-40	Ecuador	Soltero	$100k-$150k HHI

Alana P.
22-30	Suburban homeowner	Married 2 kids	$150k-$250k HHI

Elena L.
30-40	Digital nomad	Single	$45k-$90k HHI

Key Attributes

Healthy eating	Early retirement	Influencer	Efficiency
Ease of use	Email	Example.com	

Key Attributes

Active	Work/life balance	User	Clarity
All-in-one	Favorite App	Favorite App	Example.com

Key Attributes

Poor internet access	Early retirement	Influencer	Communication
Basic functionality	Email	Example.com	Texting

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Target Audience

Name Here

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

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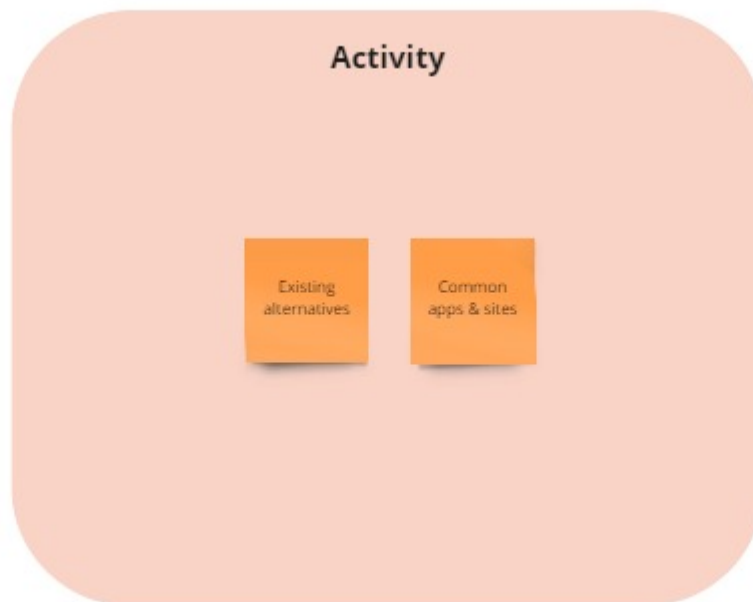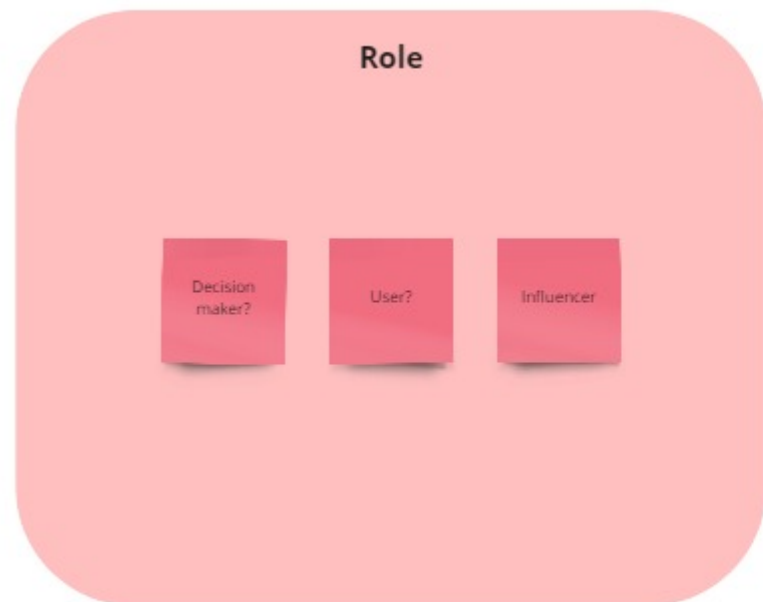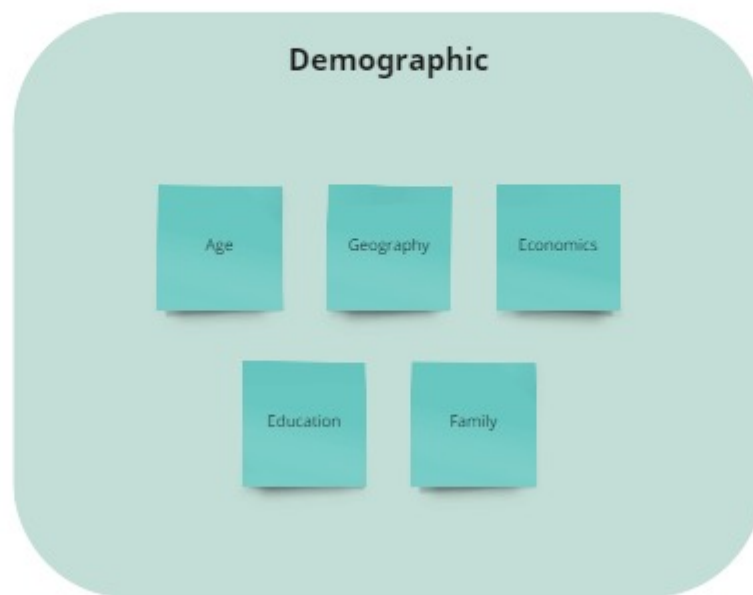
Publico Objetivo

Tobby V.

| 25-45 años | Ecuador | 1.000 a 2.000 al mes | Jefe de Transportistas | Casado |

Gaby M.

| 30-45 | Ecuador | 2.000-5.000 al mes | Ingeniera Mecanica | Soltera |

Juan P.

| 25-50 | Ecuador | 600-1200 al mes | Maestro | Soltero |

Review

| Eficiente | Puntualidad | Gestiona su empresa |
| Descuidado | El mejor en su mercado | Apasionado a la velocidad |

Review

| Comunicadora | Responsable | Investigadora |
| Toma decisiones apresuradamente | Fortaleza | No sabe de impuestos |

Review

| Practica deportes | Compra online | Ha trabajado para pagar sus estudios |
| Fuerte | Conseguir un mejor trabajo | Quiere llegar a expandir u negosio |

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