

AUDIENCE ANALYSIS



Website Design Project

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Prepared for The Invention Group by Karol Brennan

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PRIMARY USER GROUP

The Primary User Group encompasses the three top users of the site.

- **Inventors / Inexperienced Entrepreneurs**
 - Individuals who have an idea for an invention, however they lack the means/ knowhow of bringing it to market. These users seek advice on their ideas and how to best go about making their dreams a reality.
- **Inventors / Professionals**
 - Professionals who have experience with inventions and business. They have the knowledge and the connections necessary to help bring inventions to market.
- **Staff**
 - Staff of The Invention Group who will be evaluating submitted inventions and generating reports to pass onto the inventors.

PRIMARY USER PERSONA



DEMOGRAPHICS

Age: 30

Status: Single

Occupation: Electrical /
Mechanical Engineer

PRIMARY USER PERSONA **NIKOLA TESLA**

BACKGROUND

Tesla is an inventor who has very little business knowledge, and as a result doesn't know how to monetize his inventions nor does he have the connections to make them all a reality.

NEEDS

- An easy to use interface that allows the quick and easy submissions of ideas for reports.
- A quick way to view the status of report requests and a way to view those reports.

*The desire that guides me in all I do is the
desire to harness the forces of nature to the
service of mankind. - Nikola Tesla*