Target Audience

Todd Vuong

Demographic

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

Psychographic

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

Psychographic

- User
- Influencer

Activity

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

Taking Action

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

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Público objetivo

Todd V.

- 30-40
- Director de Marketing
- Soltero
- $100k-$150k al año

- Saludable
- Trabajador
- Creativo
- Eficiente

Alana P.

- 22-30
- Doctora
- Casada, 2 hijos
- $150k-$250k al año

- Profesional
- Adicta al trabajo
- Todo el dia ocupada
- Amante del arte

Elena L.

- 40-45
- Maestra
- Divorciada
- $45k-$90k al año

- Sale a bailar
- amor por el trabajo
- Problemas financieros
- Comunicacion

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Target Audience

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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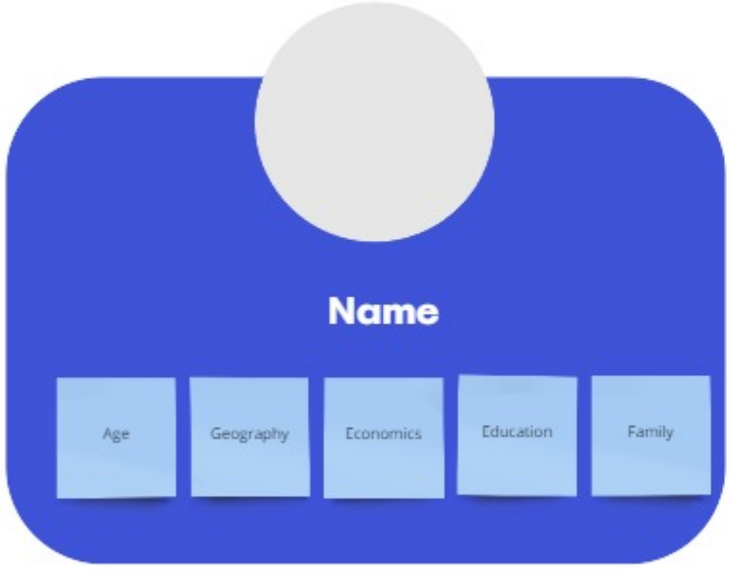
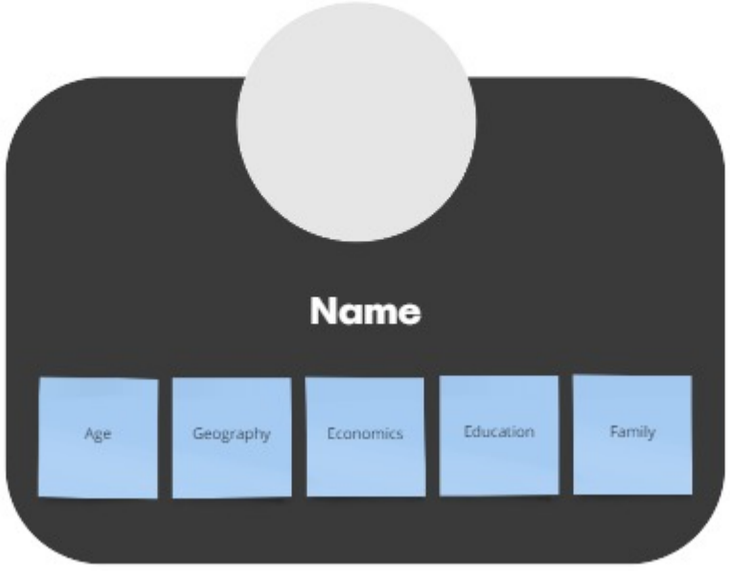
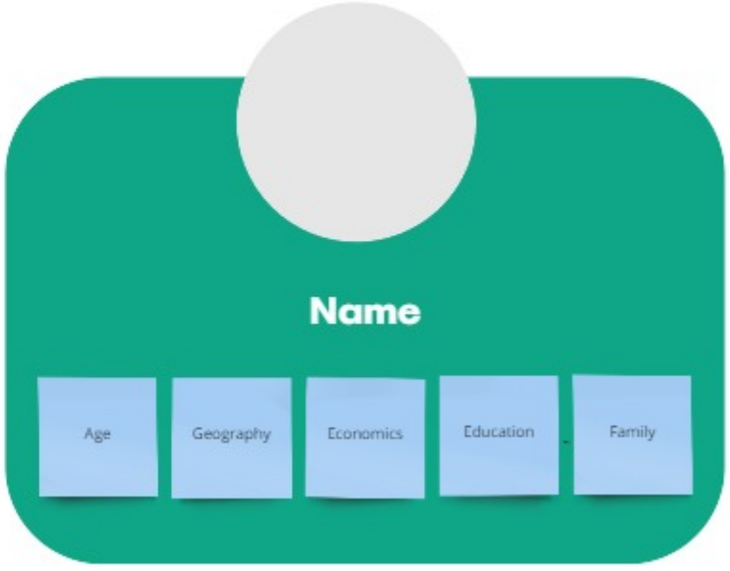
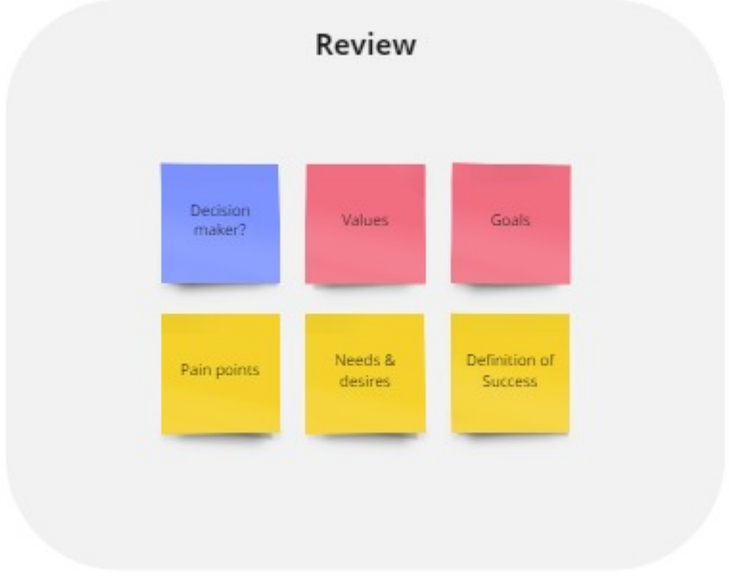
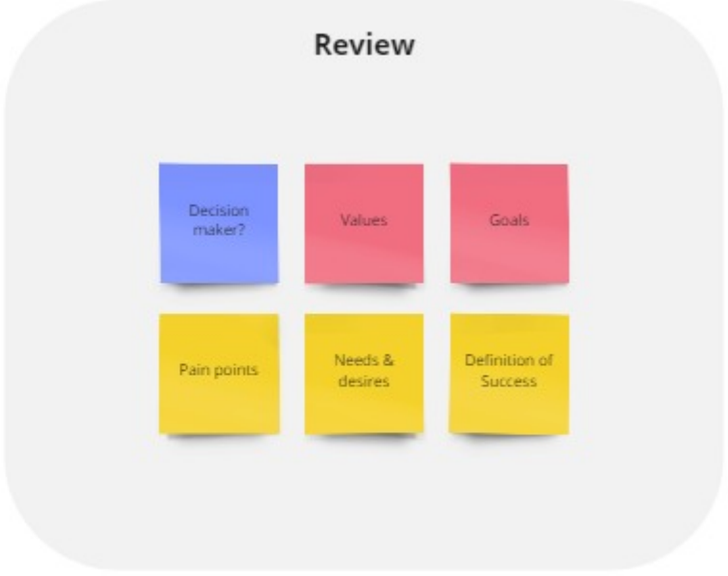
Target Audience Recap











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