**DAW2A/B**

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**How Can You Define Your Target Audience?**

**Are you going to target every single consumer on the planet? I do not think it is wise to do so. Targeting a niche market is a smart way to identify exactly the type of people who will want to buy your product.**

**If you’re looking to define your target audience, take a look at this list of target market questions to help you nail it down.**

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| 1. **When you came up with your idea for your products or service, who did you think it would help?**   Young - Adult (Between 16 - 40) | |
| 1. **What problems are you attempting to solve with your product or service?**   We would like to achieve that people win offers and promotions in an easy and entertaining way. We also want to publicize the business in the market. | |
| 1. **What are your target audience’s demographics? (Age, gender, income level, education level, marital status, occupation, etc.) These core elements are fairly basic, but determine the most important aspects of your strategy.**   **Age:** Young - Adult (Between 16 - 40)  Gender: indifferent  income level: indifferent  education level: indifferent  marital status: indifferent  occupation: indifferent | |
| 1. **Where does your target audience live?**   It depends on the location where the market is. | |
| 1. **What specific things do your buyers have in common? Every person is different, but their motivations for buying your product or using your service are usually quite similar.**   They all want the product they’re buying to be cheaper than somewhere else, and they can make that by visiting our website and playing our games. | |
| 1. **What are your marketing psychographics? (Personality, attitudes, values, interests/hobbies, lifestyles, behaviors, etc.)**   Active, social, likes fresh produce.  People that love to play basic videogames.  People that have a lot of time to spend. | |
| 1. **Are your potential customers** [**shoproomers or webroomers?**](https://www.pushon.co.uk/reports/Webrooming-vs-Showrooming-Report-by-PushON.pdf)   It depends on the product they’re buying, maybe our market has an online shop and a physical shop and some products are cheaper online than in physical or vice versa. | |
| 1. **Where is your target audience “hanging out” online? A younger audience will be more likely to hang out on Instagram, while an older audience will be more likely to hang out on Facebook. You can also identify if there are fan sites or forums centered around products or services similar to yours.**   Both on instagram and facebook since our age range is wide. | |
| 1. **What drives your target audience to make buying decisions?**   discounts. | |
| 1. **How can you best reach your target audience?**   email, market advertising. | |

# Based on *15 QUESTIONS THAT WILL DEFINE YOUR TARGET AUDIENCE* by Hannah Davis on https://avalaunchmedia.com/how-to-define-target-audience/

**You’ve Defined Your Target Audience—Now What?**

**Well, it is time to draw a profile of your target customer.**

**You are going to draw a picture of this persona (target customer) so that it is present with you all the time when deciding what you are going to do, what you are going to put on your landing page and what games you are going to develop. Use the information you have just been thinking, include a picture and you can even give him/her a name**

**You will find some examples below so that you can get ideas, but you are totally free to use** [**canva**](https://www.canva.com/)**,** [**piktochart**](https://piktochart.com/)**,** [**postermywall**](https://www.postermywall.com/index.php/l/poster-templates#.X5r5MIhKjIU) **or any other web or app that can help you design it.**

**Once done, upload it in this task and I will print it and laminate it for you.**

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