# Audience Analysis

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| S. No | Particulars | Description |
| 1 | Name of the client | TipToe Soles |
| 2 | Nature of business | Shoe Manufacturing Company |
| 3 | Target audience | General Public |
| 4 | Age of target audience | 30s and above |
| 5 | Location of target audience | US, Australia and all over the world |
| 6 | Mode of payment to be used by the audience | Debit/Credit Card |
| 7 | Design preferred | Minimalist |
| 8 | Operating system preferred | All Operating system including mobile os |
| 9 | Hardware preferred | All Devices |
| 10 | Web browsers preferred | All browser |
| 11 | Web server preferred |  |
| 12 | Any other information |  |