Three good practices for web app development in regards to target audience would be gathering intel, being specific, and looking at the competition. Gathering intel includes looking at the potential market for your application and determining if you need to make changes to your idea in order to better meet the needs of your target audience. Being specific includes determining exactly who you are trying to target—what age group, beliefs, attitudes, etc. are we looking for? This will aid in marketing your app as it will be better tailored to the intended customer. Looking at the competition is an easy way to capitalize on other developer’s mistakes. People are not shy about calling out problems with an app on social media—by identifying some of these complaints ahead of time, we can make an app that has those issues addressed prior to even launching.

The target audience for Matts Cookbook will be anyone looking for recipes including for main courses, side dishes, or fun snacks/ desserts.

Reference  
Ferenzi, K. (2019). How to Identify and Analyze Your Target Market in 2019. Retrieved from <https://www.bigcommerce.com/blog/target-market-analysis/#undefined>