

Project 1: Part 1 – Goals and Audience

Interview with David Chang on Details.com

<http://www.details.com/story/david-chang-celebrity-chef-momofuku>

- **Target audience:**
People interested in entrepreneurship, restaurants, food, the success of the cook David Chang
- **Goals:**
To learn more about David Chang's point of view about the work of chefs, his successful chain of restaurants, the expansion, the hard work and the challenges along the way
- **Published interview:**
Details.com
- **Who visits the site:**
The online magazine focus on a male audience, probably young, around 30 years old with an emphasis in fashion and lifestyle (style, health, grooming, culture and video)
- Having a target audience of young men, I believe the design of the interview was a bit boring, in other words, too plain. I would have expected an edgier design, with a bolder picture of the chef and more powerful typography and use of colors. As it is, the picture doesn't get your attention and the text, although simplistic in a good way, could use something more to relate with the young audience. In a way is too proper, not considering the amount of cursing the chef does on his interview.