

# Audience Research

Wang, Sarah | DES 157 \ Glenda Drew | Needfinding

## Behavior Patterns:

- Millenial (Generation Y/ Generation Z)
- Wants to make a bigger change in the world
- Education is important
- Loves food and arts to travel

## Goals:

- Decent paying job (50k+ annual income)
- Graduate of a university (B.S. or B.A. degree)
- Pursue even higher education (Masters or PhD)
- Career in STEM

## Skills:

- Technology, Internet, and Social Media saavy
- Good at spreading word-of-mouth awareness and making things viral on social media and the Internet

## Attitude:

- Hard working and determined to succeed and be heard
- Liberal and more open to new ideas and changes

## Environment:

- More environmentally conscious but is unsure of how to help further beyond basics (recycling and conserving water)
- Would help and educate themselves if they knew how to better
- Wants to help but needs it quick and easy to access but needs to not change or impose on their fast past and time critical lifestyle too much



**Name:** Michelle

**Occupation:** University Student

**Age Group:** Young Adult (18-25)

**Gender:** Female