

Target Audience Definition Document

1. User Personas

Persona 1:

- **Demographics:**
 - Age: 22-30
 - Gender: Male/Female
 - Income: 6 lpa - 16 lpa
 - Occupation: Entry-level professionals
 - Location: Urban areas
- **Psychographics:**
 - Interests: Career advancement, networking events, industry news
 - Values: Professional growth, job/referral opportunities
 - Lifestyles: Busy professionals balancing work and personal life
- **Pain Points:**
 - Difficulty finding relevant job/referral opportunities
 - Limited access to industry insights and mentorship
- **Goals:**
 - Expand professional network
 - Advance career prospects
- **Purchasing Behavior:**
 - Not so willing to invest in premium features for enhanced networking opportunities

Persona 2:

- **Demographics:**

- Age: 31-45
- Gender: Male/Female
- Income: 16 lpa - 36 lpa
- Occupation: Mid-level professionals
- Location: Urban/suburban areas

- **Psychographics:**

- Interests: Leadership development, strategic partnerships, thought leadership
- Values: Industry influence, professional growth, business opportunities.
- Lifestyles: Busy professionals with leadership responsibilities

- **Pain Points:**

- Limited time for networking due to leadership commitments.

- **Goals:**

- Establish thought leadership within the industry
- Expand their influence in the industry.

- **Purchasing Behavior:**

- Willing to invest in premium features for access to strategic networking opportunities.

Persona 3:

- **Demographics:**

- Age: 25-35
- Gender: Male/Female
- Income: 6 lpa - 26 lpa
- Occupation: HR professionals/Recruiters

- Location: Urban/suburban areas
- **Psychographics:**
 - Interests: Finding right candidates, provide detailed job description.
 - Values: Recruit best matched candidates as per the job description.
 - Lifestyles: Busy professionals with recruitment responsibilities
- **Pain Points:**
 - Finding the right candidature as soon as possible.
 - Writing detailed and crisp job description
 - To be sure about the candidate's willingness to accept the offer and join the company
- **Goals:**
 - Write/post detailed job description.
 - Reach wider audience.
 - To be able to see the candidate profile and thus find the right candidature.
- **Purchasing Behavior:**
 - Willing to invest in premium features in order to streamline the recruitment process.

2. Segmentation Criteria

- **Industry:** Various industries including technology, finance, healthcare, and consulting etc.
- **Job Title:** Entry-level, Mid-level professionals, senior executives, entrepreneurs
- **Company Size:** Small to large enterprises
- **Geographic Location:** Urban and suburban areas globally

- **Behavior:** Actively seeking networking opportunities, engaging with industry content.

3. Needs and Pain Points Analysis

- **Summary of key needs and pain points:**
 - **Need/Pain Point 1:** Difficulty finding relevant networking opportunities
 - **Insights:** Professionals seek platforms that offer targeted networking opportunities within their industry or niche.
 - **Need/Pain Point 1:** Difficulty in reaching out for referrals.
 - **Insights:** Professionals seek for referrals to get better job opportunities.
 - **Need/Pain Point 2:** Limited access to industry insights and mentorship
 - **Insights:** Professionals value platforms that provide access to industry thought leaders, mentorship programs, and career development resources.

4. Market Opportunity Assessment

- **Market Demand:** Increasing demand for online professional networking platforms due to remote work trends and the need for virtual networking opportunities.
- **Competition Analysis:** Analysis of existing professional networking platforms such as LinkedIn, Xing, and professional association networks.
- **Trends affecting each segment:** Growing emphasis on remote work, digital networking, and virtual events.
- **Growth Potential:** High growth potential driven by increasing adoption of digital networking solutions and the need for personalized networking experiences.

5. Validation Plan

- **Methods:**
 - Conduct market research surveys to assess interest and preferences.

- Conduct interviews with target users to gather feedback on platform features and user experience.
- Organize focus groups to validate assumptions and gather insights into user needs and preferences.
- **Metrics for success:**
 - Completion rates for surveys and interviews.
 - Response rates to marketing campaigns.
 - Key insights gained from user feedback and validation sessions.

6. Documentation of Feedback and Insights

- **Summary of feedback and insights:**
 - Key findings: Positive interest in personalized networking features and industry-specific content.
 - Common themes or patterns: Desire for access to thought leadership content and strategic networking opportunities.
 - Changes or adjustments made to target audience definition: Refinement of target personas based on feedback received.

7. Monitoring and Analytics Plan

- **Key metrics to track:**
 - User engagement metrics such as active users, session duration, and interaction frequency.
 - Feedback metrics including user ratings, reviews, and survey responses.
 - Market trend analysis to monitor industry developments and competitor activity.
- **Tools for data collection and analysis:**
 - Google Analytics for website traffic and user behavior analysis.
 - Customer feedback management tools for collecting and analyzing user feedback.

- Market research platforms for tracking industry trends and competitor analysis.
- **Plan for ongoing optimization efforts:**
 - Regularly review user feedback and analytics data to identify areas for improvement.
 - Iterate on platform features based on user preferences and market trends.
 - Implement A/B testing and user testing to optimize user experience and engagement.

Feel free to adjust and customize the template further to better suit your specific needs and preferences.