

Consumer Profile

For any business, having information about who your customers are, their behaviour, location, habits and so on is important in planning and marketing. The techniques now used to gather such information are very sophisticated and demonstrate the importance of the knowledge-driven economy. Having knowledge of your consumers represents some element of power!

- Successful marketing starts by knowing who your customers are and what they need and desire.
- In other words understanding how they think, feel and behave.
- There is no point wasting valuable time and money marketing your product to people who aren't interested in what you are selling.
- You should focus on

What you need to know

Demographics

Demographics is how you would describe your customer in terms of age, gender, household size, income, occupation, education and country of birth.

For example, the demographics of a customer who buys CB cereal bars may be female, age 30- 45 years, white collar occupation, household income greater than \$75,000 and lives in Sydney.

There are websites including government websites that are good sources of information to find out more about the demographics of the customers .

Psychographics

Psychographics is how you would describe your customers in terms of:

Interests – the key social interests your customers engage in eg. golf

General personality – the personality characteristics of your customers eg. conservative

Where they “hang out” – what places on and offline do they network, socialize etc.

If you know your customer's psychographics you can tailor your marketing strategies, promotional activities, sales drives and communication messages.

Consumer Profile (Visual Profile)

Visual Profile: Collect images related to your consumer

- Set up a table and collect images that help to profile your consumer.
- This is an effective method of collecting useful information quickly

Types of Brands the Consumer would Buy	Types of clothes the Consumer would buy	Types of Products the Consumer would buy	The type of place the consumer would live	Hobbies and interests

Customise your Table:

- Try to set up your own headings that are suitable for your consumers characteristics and your task.
- Other examples could include:
 - Favourite subjects in school.
 - Favourite type of holiday.
 - Type of music they listen to.

Consumer Profile (Polls apart)

Consumer Concept Ideas

- Design a range of potential concept ideas for your consumer.

Consumer Profile (Persona)

Persona: Use the data you have collected and create an “imaginary” character or persona

The information that you have gathered should give you clear understanding of the general nature and characteristics of your typical intended consumer.

Use the data you have collected and create an “imaginary” character or persona.

Use that character to outline the characteristics of the user and their needs in relation to your design problem.

Produce a number of headings that you can use to describe the persona.

Write a description of the persona under each heading as if that persona had written it themselves:

Age

Background

There every day traits

Love & Hate

Any other Appropriate Headings

Give your character a name, be sensible.

“Hi my name is Jon and I am 7 years old. I love to play outside in my tree house or with my favourite toy my BMX.”

The description of your imaginary charter should be a description of who your "typical" intended consumer is. Use the list below to help you build up your persona

General Characteristics:

1. Age
2. Gender
3. Personality
4. Occupation (what job they have, how much they earn)
5. What appeals to them
6. Geographical Location (where they live e.g. in the city, countryside, anywhere)
7. Cost Limitation
8. General Likes and Dislikes
9. Preferred Brands and Products
10. Hobbies and interests