

Research: Consumer Profile

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

- Write a description of the characteristics of your consumer. Use the headings below as a starting point:
- Write a description of the persona under each heading as if that persona had written it themselves:
- Give your character a name, be sensible. Example:

“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.”

Picture of My Typical Consumer:

Name, Age, Where they Live

Background

The every day

Love & Hate

Any other Appropriate Headings:



○ Lesson Objectives

To be able to analyse and produce a picture of a potential target consumer for the product. To fully understand who you are designing or promoting your product to. To develop a commercially viable product that meets consumers needs and tastes.. To develop an understanding of the user, their needs and their values which is essential to ensure that the design is successful

○ Peer Assessment: Comment

Literacy Skills



Poles Apart:

- This is a very effective way of asking potential consumers about their values and beliefs.
- It allows the consumer to voice how strongly they feel about something.
- On one end you have a statement and on the other you have an opposite statement.
- People are asked to mark off where on the line they place themselves.
- Ask 10 people who are similar to your intended target market 5 "poles Apart" questions.

Examples:

I prefer to live in the country

XX XX X

X

I prefer to live in a city

"from the results I can say that my consumer prefers to live in the country."

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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Now that you have decided who you are going to design for produce a visual consumer profile. Collect images to fill out the table below

My Consumer is _____

Types of Brands the Consumer would buy	Types of clothes the consumer would wear	Types of products the consumer would buy	The type of place the consumer would live	Hobbies and Interests
<i>Images of Logos</i>	<i>Images of outfits</i>	<i>Images of things they spend their money on.</i>	<i>Images of a house/Flat/Appartm ent/ Bend room</i>	<i>Images of a things they like to do</i>

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