

Research: Consumer Profile

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>

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 world you 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