

WORKSHEET 2

SELECTING TARGET GROUP

How to identify your target group, feel
and think as they do?

WITH INSTRUCTION TEXTS

Fill out the text



Follow the instructions displayed in the yellow callouts.

2 SELECT YOUR TARGET GROUP

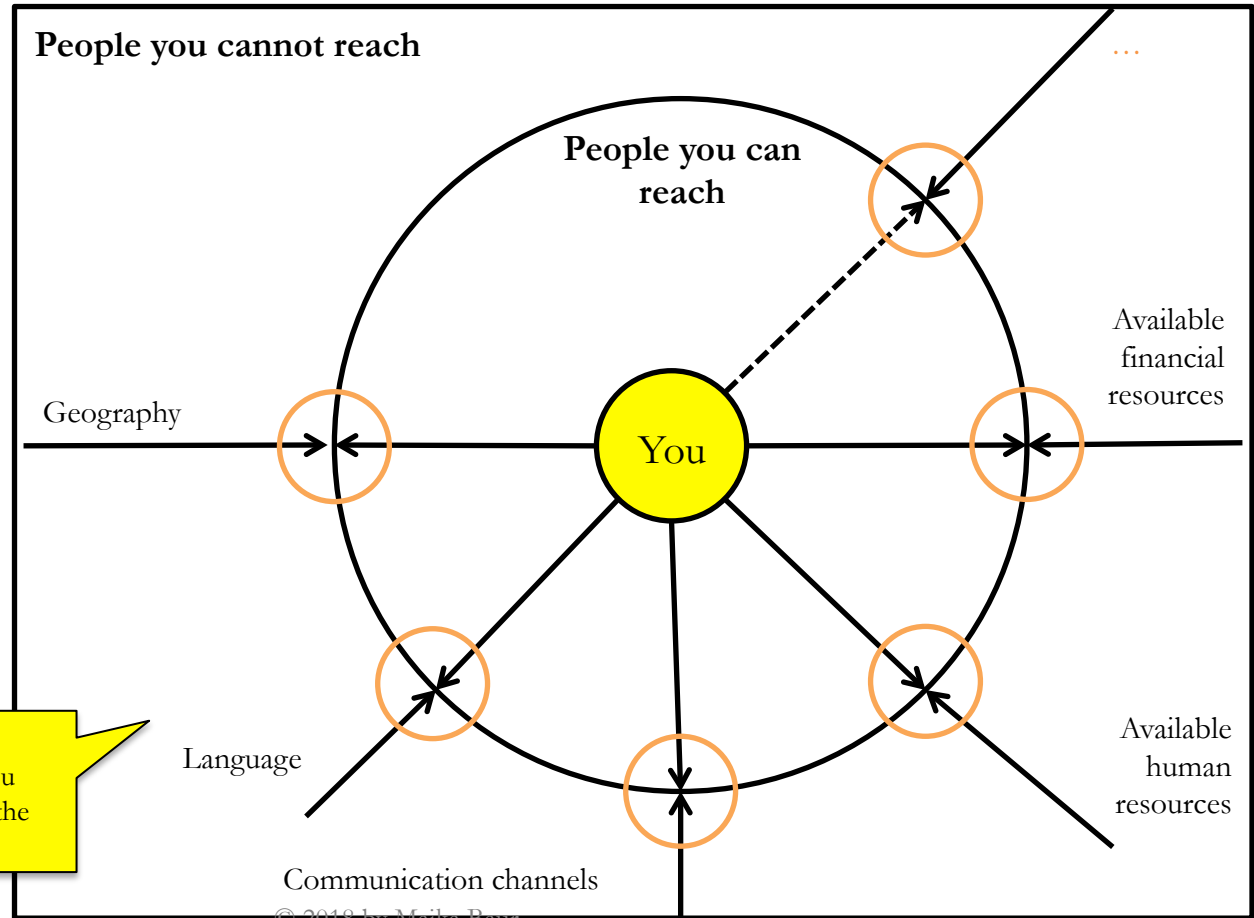
PROCESS:

1. Who can you potentially reach
2. Who has a need

1. OUTREACH CANVAS

- Which target audience can you potentially reach?
- Who can you not reach?
- What are the boundaries, criteria, determining who you can reach?

Write what determines the difference between people you can and can't reach. Identify the criteria that matter to you.

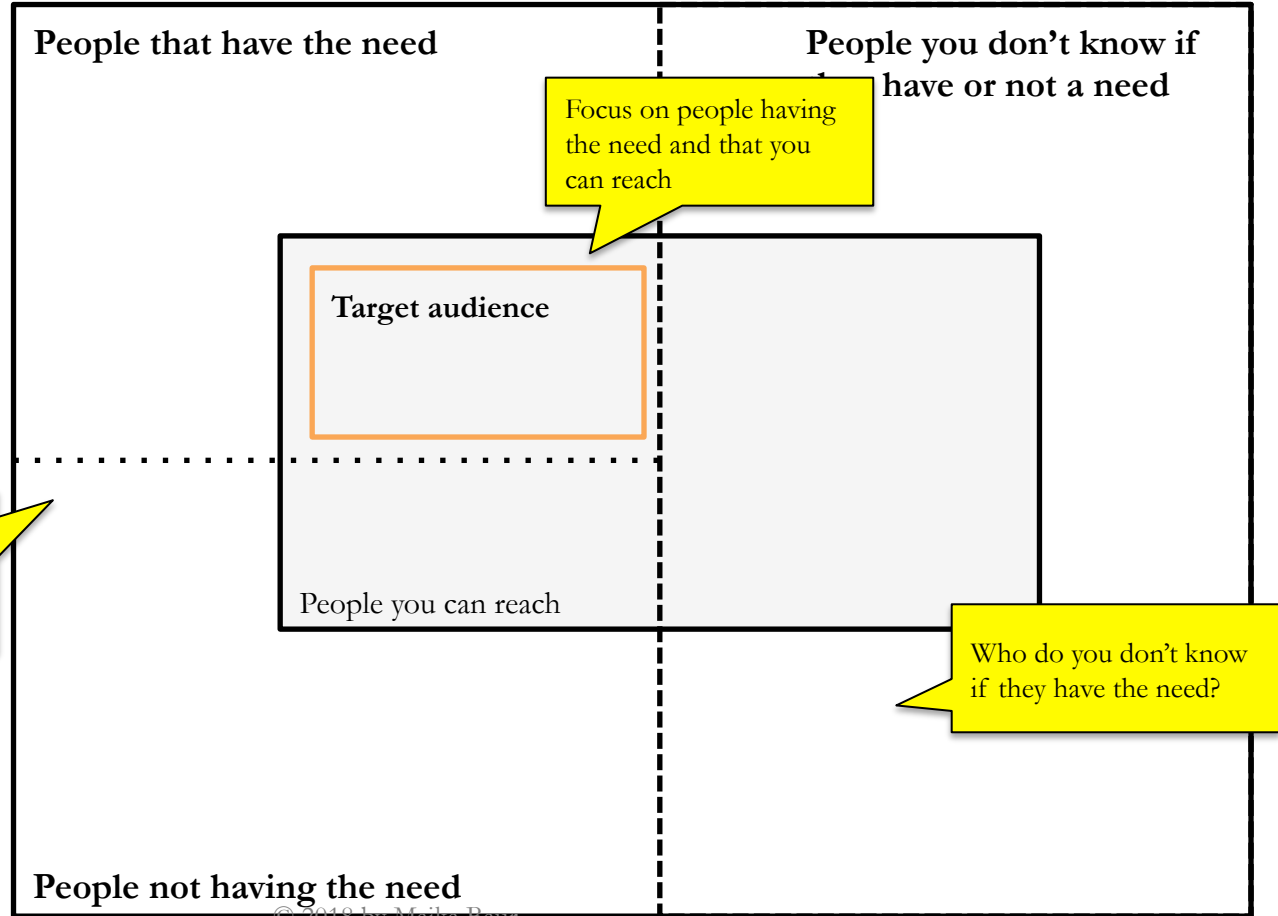


2 SELECT YOUR TARGET GROUP

2. MEET THE NEEDS CANVAS

- Who is primarily affected by the problem / issue you want to address?
- Who is not?
- Who do you not know if they are affected or not?

Write groups of people that have the need you can address



2 EMPATHISE

1. IDENTIFY PERSONAS

PROCESS

- Explore your target audience
- Define hypothesis about groups with common characteristics
- Construct personas

Personas are fictional characters, representing groups of your target audience with common characteristics. The goal of defining personas is to help you understand the wishes and challenges of different potential users of your services in order to define how you can satisfy the needs of the most important groups.

Learn more about personas:

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

2 EMPATHISE

PERSONA GROUP:



- Fictional name:
- Job title & major responsibilities:
- Demographics:
 - age
 - Education
 - Gender
 - Ethnicity
 - family status

- A quote that sums up what matters most to the persona as it relates to your project
.....
.....

- Environment:
 - physical environment (where do they live)
 - social (who are their friends, what are their hobbies)
 - technological environment.....

Complete a sheet for every group

2 EMPATHISE

2. EMPATHY MAP

Persona:

For each persona add post-its in each category

What do they think?

- What do they think about?
- What do they think of themselves?

What do they hear?

- What they hear others say?
- What are they hearing from friends?
- What are they hearing from colleagues?

What do they see?

- In their immediate environment?
- What are they watching and reading?

To whom do they listen?

- Who are their reference persons?
- Who inspires and guides them?

What do they say?

- What have we heard them say?
- What can we imagine say?

What do they feel?

- What are their fears?
- What are their desires?

What do they do?

- What do they do today?
- What behaviour have we observed?
- What can we imagine them doing?

PLAIN VERSION

2 SELECT YOUR TARGET GROUP

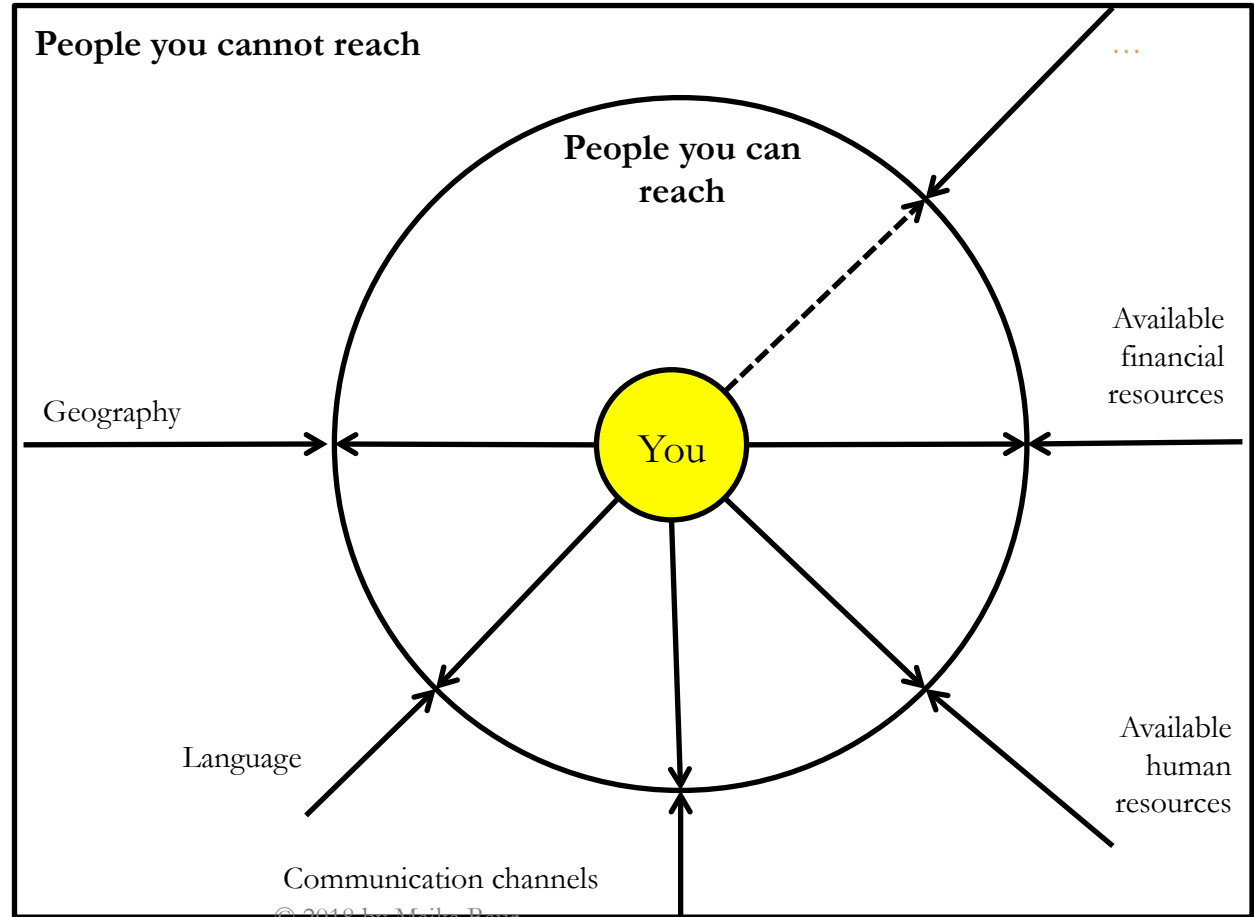
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CANVAS

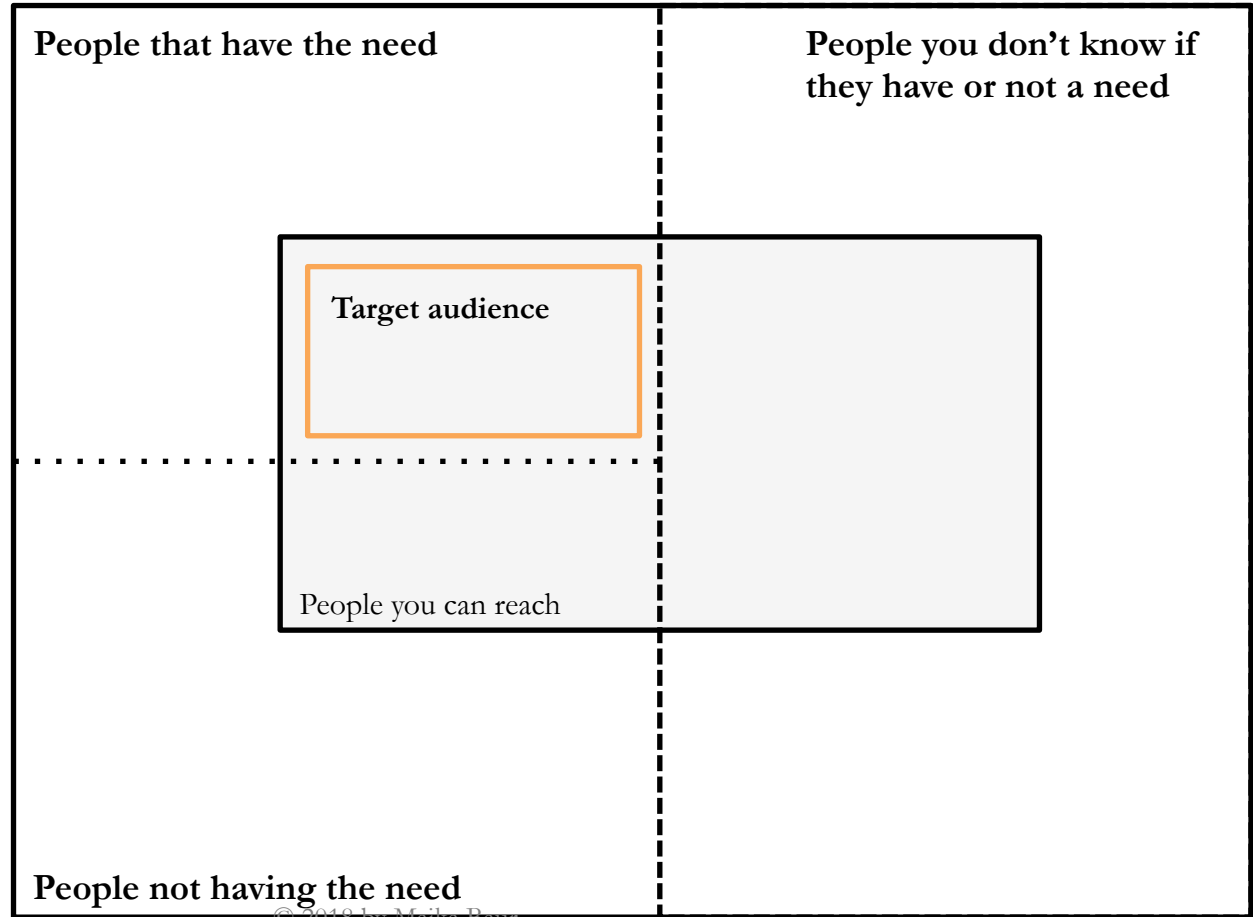
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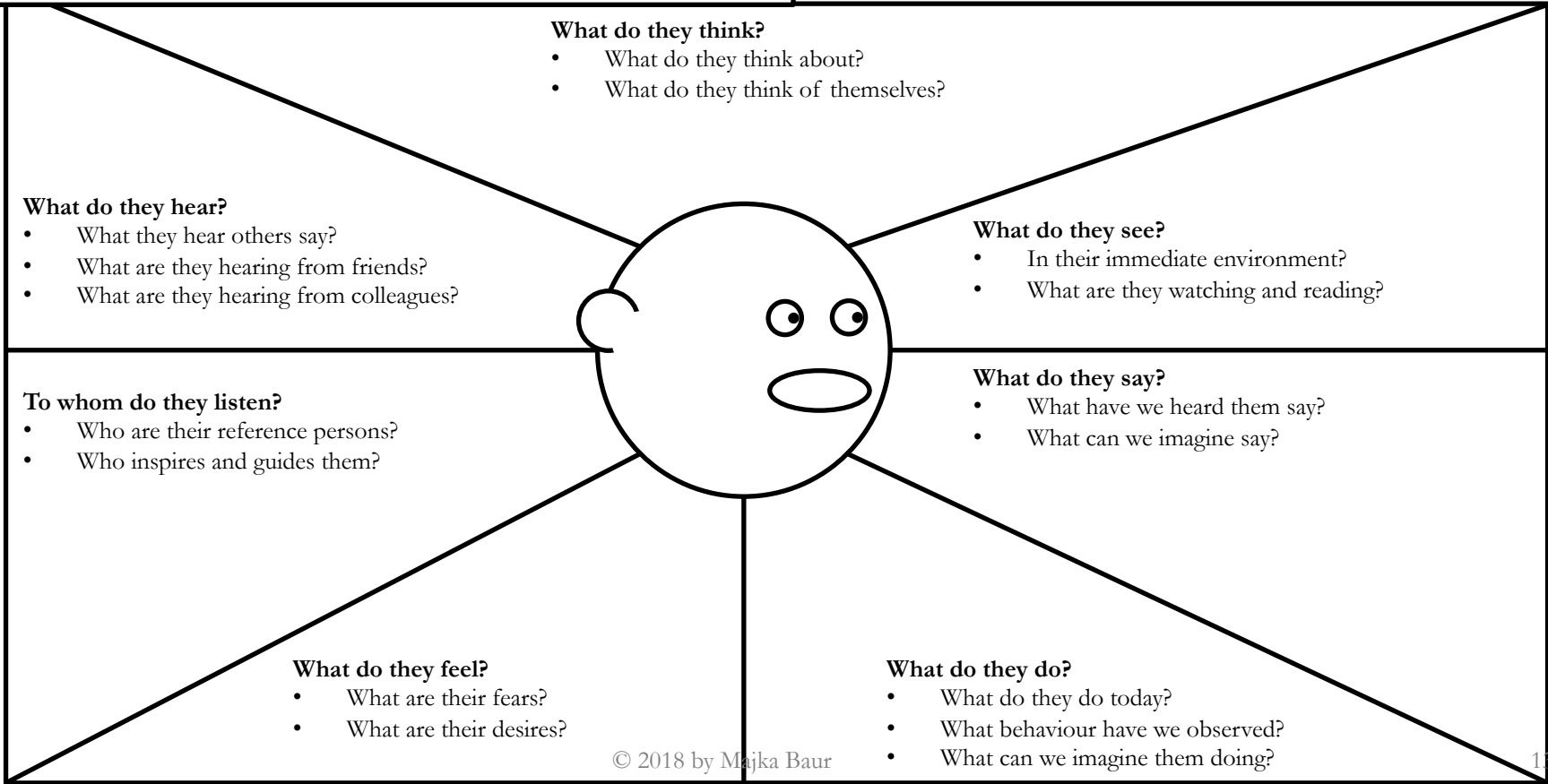
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