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Scan the QR code to learn about why research and knowing your target market/audience is so important

## Target Market/Audience Mood Board.....



# How to make a profile for a Target Market/Audience....

It is imperative that as a Designer, we know who it that we are designing for.

It is important that you know who your target market/audience is so that you can use their likes and needs to help to develop your product.

A target audience can be formed of people of a certain age group, gender, marital status, etc., e.g. teenagers, females, single people, etc.

To create a market/audience profile, a combination of factors is used. E.g. Men aged 20-30 who are single and living in an apartment in a city.

Discovering the appropriate target market/audience and determining the target market/audience is one of the most important activities in marketing management.

The biggest mistake is trying to target everybody and ending up appealing to no-one.

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### How to write a Product Specification....

The Design Process.... A Product Specification is list of requirements that helps determine the final design of the product.



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Research MUST be carried out in order to write the list.

We use ACCESS FM to help us write a Product Specification

The specification will help you plan and develop design ideas to result in a final product. You will also need to refer back to your specification throughout your folder in order to Evaluate effectively



The Product Specification is written in bullet point sentences.

From your research you can make design choices. For example you will decide which is the best material to use and what size you should design and make your product. You should always finish your sentence by explaining WHY!

Some statements can be very specific...

The colours of the chair MUST include red, white and blue, as these are the most preferred colours from my Target Market/Audience.

Some statements will be more general...

The colours used on the chair SHOULD be suitable for a library in a Primary School, as this is where the chair will be used.

Notice how the words changed in the sentence from MUST to SHOULD.

Use the words below to help you write a Product Specification:

Could have/Could be/Could include

- roduct Must have/Must be/Must include
  - Should have/ Should be/ Should include

And remember....

Think about what features of the design are a MUST statement but other features are COULD or SHOULD statements

## Some Examples....

These are examples for Graphical Products for a East Food Restaurant. The student is designing a Menu, A Menu Holder and a Hot Food Box. Read the sentences and look at the way that the student has used SHOULD and COULD to describe the design features. Look at how the student has explained WHY in each of the sentences. There are no MUST statements. Can you think of a MUST statements for any of the three Graphical Products that are being designed?

The hot food box should be manufactured from corrugated card as this is a relatively cheap material that can be recycled.

The menu display stand should be designed so that it could be commercially manufactured using the die-cutting process.

The menu should be rectangular in shape so that manufacturing is cost effective and there is no wastage.

I could design a menu holder that is shaped around the theme of a popular children's film as this would attract their attention and make them want to come in to the fast food restaurant.

The hot food box should be designed in colour and use the four colour printing process

At school I will be printing my menu on the laser printer, but commercially it would be printed using Offset Lithography.

The Design Process: A cycle of steps that a designer follows from the origin of a design problem to the solution of a design problem.

Design Context: Background information explaining the need or problem. The Design Context explains why it is necessary to solve the problem.

**Design Brief:** This is a statement that explains exactly what should be designed or made. The Brief can include specific information such as, what materials should be used or the Brief could be very general, which allows the Designer more freedom when creating a solution to the problem.

Task Analysis: This is where you break down the Design Brief and consider all aspects of the Designing and Making problem. To complete a Task Analysis, ACCESS FM is used to create a Mind Map.

Mind Map: A mind map is a diagram used to visually organise information. It is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject using a non-linear graphical layout.

Research: Collecting information about the Design Context. This information helps the designer to design a product that will function well and appeal to the target audience.

Primary Research: This involves gathering new data that has not been collected before. For example, surveys using questionnaires or interviews with groups of people in a focus group.

Secondary Research: This can also be known as desk research. This involves gathering existing data that has already been produced.

Product Specification: A list of requirements that helps determine the final design of the product. Research must be carried out in order to write the list.

Target Market/Audience: A particular group of consumers at which a product or service is aimed at.

WHY!

Perceived Obsolescence: The part of planned obsolescence that refers to "desirability". In other words, an object may continue to be functional, but it is no longer perceived to be stylish or appropriate, so it is considered obsolete by perception, rather than by function.

Planned Obsolescence: A policy of producing consumer goods that rapidly become obsolete and so require replacing, achieved by frequent changes in design, termination of the supply of spare parts, and the use of non-durable materials.

Obsolete: No longer produced or used.

Analysis: A detailed and thorough study used to understand the essential features.

Wood: The hard fibrous material that forms the main substance of the trunk or branches of a tree or shrub. Wood is used for fuel or timber for building or making objects.

Hardwood: The wood that comes from deciduous trees. Also known as broadleaved trees such as oak, ash, or beech.

Softwood: The wood from coniferous trees (ever green trees) such as pine, fir or spruce.

Manmade Boards: Engineered wood, also called composite wood, man-made wood or manufactured board.

Plastic: A synthetic material made from a variety of organic, synthetic or processed materials that are mostly thermoplastic or thermosetting plastics.

Thermosetting Plastic: Thermoset plastics can only be heated and shaped once

Thermoplastic: Thermoplastics can be heated and shaped many times

Circuit: An electrical circuit is a path or line through which an electrical current flows.

Solder: A soft metal that is melted in order to join together pieces of metal together. When it cools it becomes hard again.