Define your audience

Consider the broad spectrum of people who will be touched by your design solution.

Before you dig into your in-context research (once you know your audience), it's critical to know who you're designing for. You're bound to learn more once you're in the field, but having an idea of your target audience's needs, contexts, and history will help ensure that you start your research by asking smart questions. And don't limit your thinking just to the people you're designing for. You may need to consider governments, NGOs, other businesses, or competitors. If you do not know your target yet, you can complete this form at the end of the empathy phase.

HOW?

1 With your team, write down the people or groups that are directly involved in or reached by your challenge. Write all the groups down on Post-its and put them on a wall so you can visualise your audience. Focus on their motivations.

2 Choose a target and fill out a user profile sheet

USER PROFILE ZTP

Name

Description
Who are they? What are their characteristics (age group, place or type of residence, family status, hobbies, social environment, etc.) ?

Values
What main things are important to this user? What task does the product/service help carry out? What are their motivations?..

User journey
How, where and by whom is the product/service used? What happens before and after use?..

Pain
How are the current products/services meeting the customers' needs?

Gain
What does the customer not like about the current product/service? What are their worries?