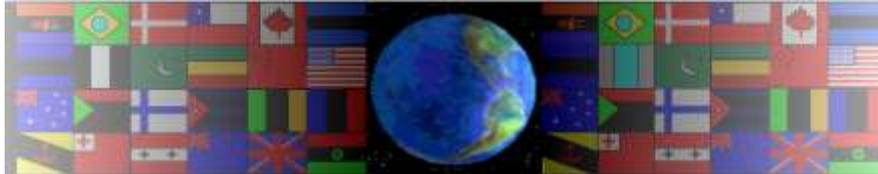


TARGET CUSTOMER PROFILE SHEET

V.Ryan © 2000 - 2010

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

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TARGET CUSTOMER PROFILE SHEET

V.Ryan © 2010 World Association of Technology Teachers

Below is the customer profile (TARGET MARKET) for the product I am designing. The profile will help me develop my designs and target my advertising and marketing.

INITIAL INVESTIGATION OF DESIGN CONTEXT

1. Describe the type of person who could be your typical customer (or will be your typical customer). _____

2. What is the age range of potential customers? _____

3. Are potential customers likely to be male or female or does gender matter? _____

4. What is the geographical location of potential customers? Where are they likely to live? _____

5. What are the most likely occupations of potential customers?

6. What are the general likes /dislikes of potential customers? _____

7. What does a typical customer want from the product you design and manufacture? _____

8. What makes your product more suitable to potential customers than that of your competitors? _____

9. What are the most common design requirements shared by your potential customers? _____

10. What factors are your potential customers likely to consider before purchasing your product? _____

11. What do your customers value from your company, products or services? _____

12. How will potential customers find out about the product you are selling? _____

13. What have previous customers said about your company / product?

14. Does the cost of your product influence a customers decision to buy from you?

15. List all the ways in which contact can be made with your potential customers.

TARGET CUSTOMER PROFILE SHEET

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Below is the customer profile (TARGET MARKET) for the product I am designing. The profile will help me develop my designs and target my advertising and marketing.

INITIAL INVESTIGATION OF DESIGN CONTEXT

1. Describe the type of person could be your typical customer (or will be your typical customer).

A musician who plays a hand made electric guitar and plays professionally or has income to spend on a quality guitar

2. What is the age range of potential customers?

A wide and varied age range. Professionals of any age down to a guitar lover of plays for fun and enjoyment. 18 to 80 years of age.

3. Are potential customers likely to be male or female or does gender matter?

Gender is not relevant for my product.

4. What is the geographical location of potential customers? Where are they likely to live?

If they have money to spend on a specialist guitar they probably own their own accommodation or pay rent on a flat / house.

5. What are the most likely occupations of potential customers?

A potential customer is likely to be self-employed or employed in a professional occupation. A musician is the most likely form of employment.

6. What are the general likes /dislikes of potential customers?

A potential customer has a strong love / enjoyment for music. He/she likes modern 'rock' rather than the classics.

7. What does a typical customer want from the product you design and manufacture?

A customer wants a quality sound, a 'classy' looking guitar that is individual and not mass produced.

8. What makes your product more suitable to potential customers than that of your competitors?

My product will be handmade to the customers exact specification.

9. What are the most common design requirements shared by your potential customers?

A shared requirement is the need for a handmade, individual guitar with excellent sound qualities.

10. What factors are your potential customers likely to consider before purchasing your product?

A potential customer will consider style and aesthetics rather than cost. A very special guitar is required.

11. What do your customers value from your company, products or services?

They value a personalised professional service, quality products designed to the tastes of the individual.

12. How will potential customers find out about the product you are selling?

The customer will find out about my product by word of mouth, the internet, and specialist magazine advertisements.

13. What have previous customers said about your company / product?

They like the service my company provides especially the time we spend with the client when designing the product.

14. Does the cost of your product influence a customers decision to buy from you?

The cost is secondary. Customers know the quality of the product and service we provide. They are generally quite wealthy.

15. List all the ways in which contact can be made with your potential customers.

Personal visit, email, telephone, website contact, letter etc.....