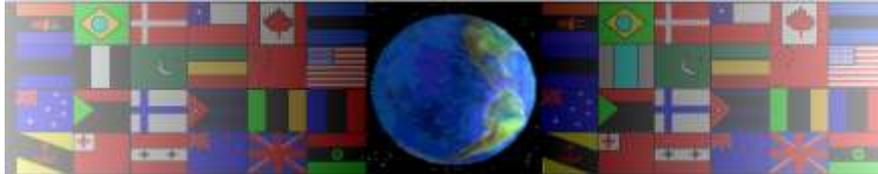


# TARGET CUSTOMER PROFILE SHEET

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](http://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). \_\_\_\_\_

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2. What is the age range of potential customers? \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

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

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

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

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# 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.....*