

PHASE 1 DEFINE

Audience Profile

Effort 

Objective

To develop a detailed audience profile that portray the lives, preferences, and behaviors of an individual from each audience segment.



Time needed

3–4 hours



Participants

Design and research team

How to use this tool

Audience profiles encapsulate the characteristics of product or service users. A good profile encompasses their needs, goals, and activities. These profiles are constructed through research involving real individuals and draw upon shared characteristics within a particular ecosystem. Use this template to help you think about and create (an) audience profile(s) for your program.

1. **Reflect on the research.** Review the notes about each audience and try to tell the story of that person. Audience profiles bring audience segments to life by telling the story of an imagined individual from the audience.
2. **Write audience profile.** The audience profile consists of a paragraph with details on current behaviors, motivation, emotions, values, and attitudes, as well as information such as age, income level, religion, sex, and where they live. You should aim to reflect the primary barriers the audience faces in adopting the desired behavior. Include a name and photo to help the creative team visualize who the person is. Complete this for each audience segment you have.

PHASE 1: DEFINE

Audience Profile

Add sample photo

NAME

This can be fictional or real.

What sort of home do they live in? Where? Who else lives there? Who are the neighbors?

What are their goals? What do they hope to accomplish in the next five or ten years?

What do they think, feel, or do that might make practicing the new behavior easier?

Have they been able to save any money? What will they spend it on?

What does a typical day in their life look like?

What do they value most in life?

What is their marital status? Do they have children?

Where do they go in their spare time and what do they do there?

Who are their best friends?

Why don't they practice the desired behavior?

What do they do for a living? How do friends and co-workers describe them?

What are their biggest worries in life and how do they deal with them?

How do traditional gender roles influence their life? What gender and power issues have a major impact on their behavior related to the issue of concern?

What do their friends and family think, feel, or do that might make it easier for them to practice the new behavior?

Citations

ThinkPlace. (n.d.). *ThinkPlace Design 101: Design Research* [Unpublished document].

Body, J., Terrey, N. *Design for a Better Future: A Guide to Designing in Complex Systems*. (2019). Routledge.