

# Target audience and persona

Target Audience

*noun*

1. a particular group at which a product such as a film or advertisement is aimed.

## learning objectives

### Level 4

- Respond to a target audience, with design choices.
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#### Interactions, engagements and activities

Asking learners to think about who a particular product or piece of design might appeal to.

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### Level 5

- Use a target audience to influence design decision.
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#### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 6

- Justify design decisions through consideration of target audience.
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#### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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