

Considering your audience

Designs must always consider the target audience. This can involve aesthetics (Making sure the style resonates with the target audience) or in terms of the content of the design (The type and images chosen resonate with the target audience)

Gender

Designs targeting a male audience may use more angular shapes, while designs targeting a female audience may feature rounded shapes and softer colors.

Culture & Location

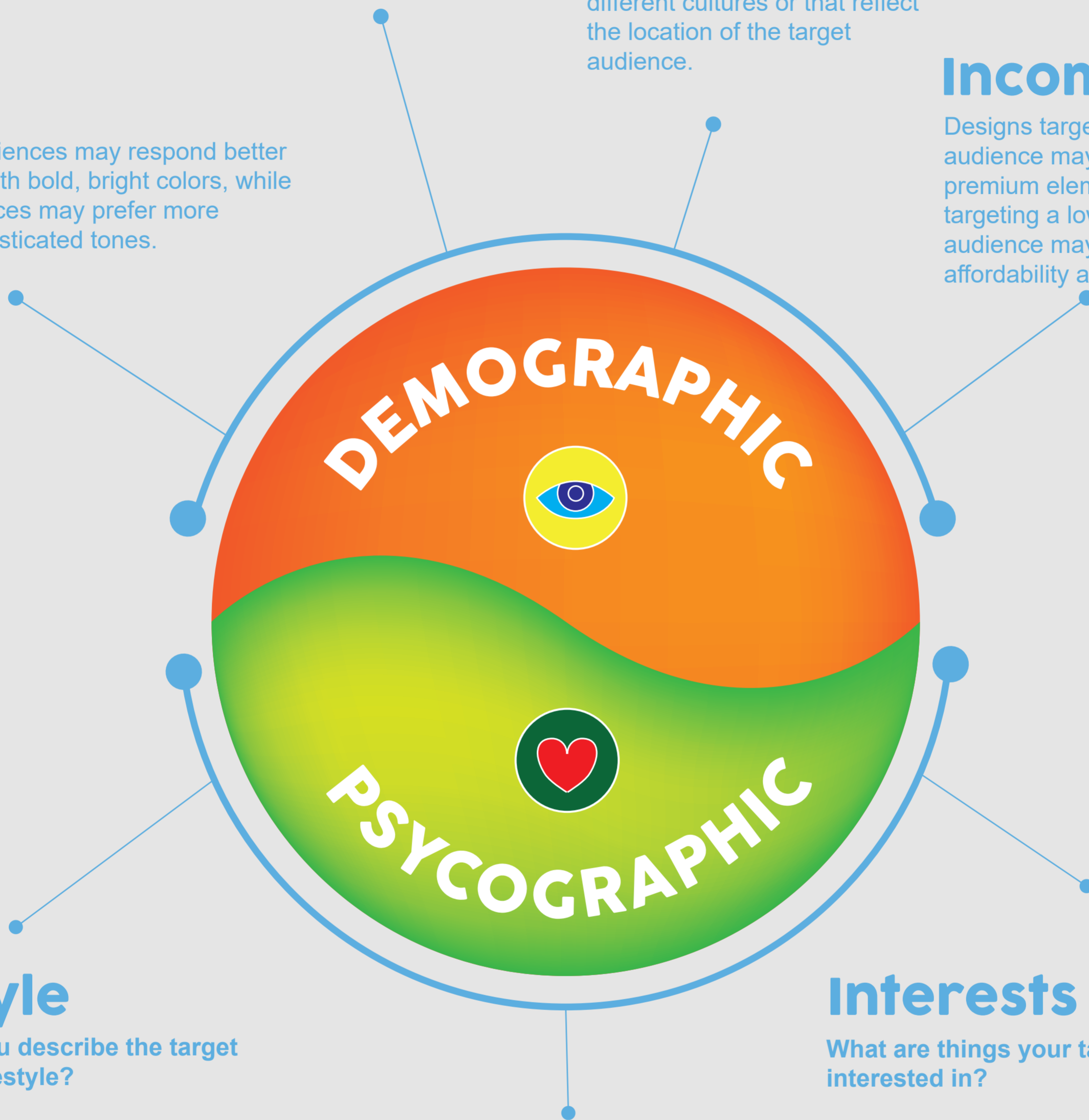
Designs may need to consider symbols and imagery that are meaningful and appropriate for different cultures or that reflect the location of the target audience.

Age

Younger audiences may respond better to designs with bold, bright colors, while older audiences may prefer more muted, sophisticated tones.

Income

Designs targeting a high-income audience may feature luxury or premium elements, while designs targeting a lower-income audience may need to emphasize affordability and value.



Lifestyle

How might you describe the target audience's lifestyle?

Designs for an active, outdoorsy audience may feature natural landscapes and imagery of people participating in sports.

URBAN/SOPHISTICATED

FAMILY ORIENTED

TRAVELLERS

ACTIVE

Values

What does your target audience value or find most important?

Designs for an environmentally conscious audience may feature green imagery and messaging emphasizing sustainability

AUTHENTICITY

SPIRITUALITY

TRADITION

EQUALITY

Interests

What are things your target audience is interested in?

Designs for a food-loving audience may feature mouth-watering imagery of delicious dishes, while designs for a tech-savvy audience may feature imagery of sleek, high-tech gadgets.

HEALTH and FITNESS

SPECIFIC SPORTS

ART AND CREATIVITY

TECHNOLOGY