Method spotlight

Define your Audience

We are designing our company on car customization. Our idea is for people to get the same quality parts for cheaper and only charge a 15% finders fee. We will also install the parts if needed, but would you be interested in our idea?

Define Your Audience helped us figure out whom we need to focus on with our idea. When doing Define Your Audience we learned whom we need to focus on with our idea. We determined that the most important people to our project are the young and middle age people.

 Also, we learned who our direct audience is and who are peripherally relevant audience is. The direct audiences connection is strong because they are the younger group and they would be more of the type of people who would use us more often than others. The peripherally relevant audiences connection isn’t so strong, because that group involves mechanics, auto body shop owners, and auto storeowners.

Our fans are pretty much our direct audience. They are the people whom we need the most business from because they can get the word out. Our skeptics are the owners of shops and store, also older people who already know everything about their car and can work on it by themselves, and mostly the other shops around us because we are in competition with them.

 Define Your Audience helped our design team by showing us who we really need on our side and who we need to watch out for. It also showed us the different connections within the two different groups of audiences, and how one audience could help us be successful while the other could despise of our work!