I want to know the people I'm working with by better defining who I am trying to reach.

TARGET GROUP

INSPIRED BY
Nesta (2009) Worksheet 3a: Your Customers. In: Creative Enterprise Toolkit.

LEVEL OF INVOLVEMENT

MORE COMPLEX TOOL that should ideally be done over a few days. Given the strategic nature of the inputs/outputs, this needs consultations with seniors, peers and ideally needs to be revised after a first pass.

What is it & why should I do it?

How to gain better insight into the groups of people you want to cater to, and the kind of needs they have, is a fundamental question for every project or organisation. This tool is a quick and easy way to work out an overview and develop an understanding of the different people your work might reach, and the resources you need to do so.

Target Group is probably best used when you are trying to work out some initial ideas about who you want to cater to, and why. It is also a nice and effective way to share this information with others.

HOW TO USE IT

Fill out the worksheet by considering what the needs are of the type of people or organisations you are catering to. Continue with adding notes to describe the potential groups that may be interested in your work, or who may benefit from it. Also try to think about other people or organisations who might also benefit from, or have interests/needs that can be connected to your work. These could be different from your customers.

You can fill out different worksheets for different groups. By using this worksheet you can build a picture of the potential groups of beneficiaries. Do try to also fill out the more exact fields at the bottom. This will help you to get a more concrete sense of the figures involved.

It is useful to add names or brief descriptors for each of the beneficiary groups. If you don't have a name already, think of one that represents the group in a useful way for your organisation. Naming these groups makes it more easy to discuss with your team or other stakeholders. You can do this informally, for instance with friends or colleagues. You can also do it more formally, as part of a meeting with partners or investors. Ideally you could also talk to your customers and other beneficiairies who are in contact with your work, so you can check your assumptions.

WHAT DO YOU CALL THIS GROUP?

CAN YOU DRAW THEM? (OR STICK A PICTURE HERE THAT REPRESENTS THEM)

WHAT ARE THEIR NEEDS?

WHAT ARE YOU OFFERING THEM?

HOW MANY ARE THERE?	HOW MANY OF THOSE WILL YOU REACH?	HOW FRQUENTLY WILL YOU INTERACT?	WHAT DO YOU GET IN RETURN?	HOW CAN YOUR RELATION-SHIP GROW?

DIY 16

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