

# 1. YOUR AUDIENCES

## INTRODUCTION

If we are making anything that we want other people to be interested in, help us with, but or invest in, we need to have an idea about who we are making it for. Its more than that. We need to truly care about the people we are making it for. This shows up in the finished thing - we can see where people have been considered in the design of the product, service or experience. In particular we can see where they have not been considered.

## WHAT THIS TOOL IS FOR

This tool helps you to identify just who you are making this for, and to check whether your thinking is right over time.

## WHEN TO USE THIS

You can do this at the start of your development, and you might like to return to it over time, as sometimes we get clearer on our audiences as we progress. Sometimes our audiences change, as we discover those we are not servicing, who also need what we have.

## HOW TO USE IT

Start by taking a stab at who you think are your audiences, and why you think that. List them, and what you know about them. Our list of questions will help you. Continue by exploring what it is you know - and especially what you don't know about them by completing the kinds of questions on the second sheet.

## WHAT DO YOU GET FROM IT?

Knowing what you don't know about them is the essential part, so that you don't build a business based on assumptions about who wants it. The more proof you have they there is a genuine need and appetite for it, the more you will find getting funding and investment a possibility.

## PROTOYPING THE BUSINESS KIT

### Tools we have made

In the course of our work in supporting new ideas in immersion, automation and data we have developed our Prototyping the Business Programme, and we have made some new tools to help you to think about your offering, your way of working and operating a business, and how you communicate that to others.

This set of tools are designed to help you to dig into some essential aspects of your creative business, for example:

- understanding and creating a closer conversation with your audiences;
- knowing your market and how you can get to it
- considering the different business forms possible and selecting the one that fits for you and your values
- establishing the right business model for you and your idea,
- aligning with your visions, values and culture to make the business that works for you.

Work on them alone or as a team

All of these tools can be used alone, or with the rest of your team, so that everyone gets to contribute to the thinking, and you get more brains thinking with you.

### Feedback

We are always interested in hearing how people use these, and there is a link on the tools for any feedback you have about using them. Please send any feedback to [gill.w@watershed.co.uk](mailto:gill.w@watershed.co.uk).

# 1. YOUR AUDIENCES

WHO ARE THEY?  
DESCRIBE THEM IN AS  
MUCH DETAIL AS YOU CAN

WHERE MIGHT THEY LIVE?

WHAT WORK MIGHT THEY  
DO?

WHAT DIFFERENT MEDIA  
MIGHT THEY TAKE NOTICE  
OF?

WHAT MIGHT THEY CARRY  
AROUND WITH THEM?

WHAT TECHNOLOGIES MIGHT  
THEY USE?

WHERE MIGHT YOU FIND  
THEM RELAXING?

WHAT MIGHT THEY SAY  
ABOUT THEMSELVES?

WHAT MIGHT YOUR  
PRODUCT/SERVICE/  
EXPERIENCE/PLATFORM DO  
FOR THEM?

WHAT ELSE MIGHT THEY  
CONSIDER AS WELL AS  
YOURS?

WHERE MIGHT YOU  
ENCOUNTER THEM?

## PROTOTYPING THE BUSINESS KIT



# 1. YOUR AUDIENCES

AUDIENCE #1. YOUNG SINGLE  
PARENTS IN THE NORTH WEST.  
SHARED OWNERSHIP OR RENTAL  
URBAN + RURAL TOWNS/CITIES.

PART-TIME PROFESSIONAL SERVICE  
CREATIVE FREELANCE

INSTAGRAM / NETFLIX / GRAZIA  
TIKTOK / NEWS AT 10

BAG / PHONE / KEYS / CARDS  
TREATS / WET WIPES / KIDS PAINTINGS  
SAMSUNG GALAXY, LAPTOP

COOKING + EATING WITH FRIENDS  
AT THEIR HOME

"DOES A GREAT JOB WITH  
THE KIDS"

SHOW THEM DEALS THEY COULD  
CHIP IN TO AND BUY WITH  
OTHERS LIKE THEM

CHEAPER ALTERNATIVES, DIY

PLAYPARKS, SCHOOL EVENTS  
\*UPSTARTER ONLINE GROUPS.

\* These are fictional examples to show how to use this tool.

## PROTOTYPING THE BUSINESS KIT

### AUDIENCE #2 POST

CITY CENTRE NEW  
BUILD FLATS.

CORPORATE LEADERS  
DECISION MAKERS.

FINANCIAL TIMES  
WIRED / CNN / GOOGLEBOX

PHOTOS OF KIDS / IPHONE / KEYS  
CARDS / IPAD MINI / LIPSTICK.

LAPTOP / PHONE / SWITZ.

COTSWOLDS WEEKEND HOUSE OR  
SHOPPING DAY TRIPS.

"SHE'S A FEARLESS LEADER WITH  
STRONG PEOPLE SKILLS AND A  
GREAT FRIEND"

HELP THEM  
MAKE BETTER DECISIONS FOR  
THEIR COMPANY ON SUSTAINABLE  
CHOICES.

CONSULTANTS + ADVISORS IN THIS  
AREA

SKIMMING THE SHOPS IN BATH  
CONFERENCES / LINKED IN

WATERSHED



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