TEACHERS RESOURCE (SAMPLE ANSWERS)

RESOURCE 2: ARCHETYPE BUILD

Sections A, B and C should be completed for each customer segment.

A: Understand the customer segments – building your market profiles.

Demographics	Age	16
	Gender	Female
	Ethnicity	Australian Greek
	Job Title	School student
	Employment Status	Part-time employment
	Family Status	Lives with parents
	Education Level	Currently completing secondary school
	Other Data	Family lives on a wheat farm, owns two dogs, likes wearing branded clothing and shoes.

Psychographics	Personality	Very talkative, enjoys socialising, extroverted nature.
	Attitudes	Tends to have a positive outlook on life and the future.
	Affinities	Connects with people easily, has a diverse group of friends.
	Values	Trustworthy, ethical, loyal.
	Interests	Social events, team sports, shopping.
	Lifestyle	Works hard but plays hard too.

Geographic	Local/Regional/National/International Specifics	Sunshine Coast, Queensland.
	Seasonal/Environmental Specifics	Perpetually warm with blue skies.

Behavioural	General Needs	Needs to feel like she is included in social events and teams at school and outside of school.
	Patterns	Tends to change friendship groups quite easily.
	Usage Rates	
	Price Sensitivity	Saves pocket money but can influence parents to buy new products.
	Brand Preference	For sports apparel likes top end brands like Nike.

TEACHERS RESOURCE (SAMPLE ANSWERS)

RESOURCE 2 (CONT):

Sections A, B and C should be completed for each customer segment.

B: Identify contexts and mindsets.

In this activity, you will identify one or more key scenarios, relevant to your market profile who will engage with your product or service. After you have written a scenario, describe your market profile's thoughts, feelings, and actions relative to this context. Try describing these using first-person statements. This data will highlight the user's motivations and underlying emotions to help predict how they will behave in a given situation. Repeat this activity until you have identified the most likely scenarios for every profile you have noted.

Market Profile: *Angela*

Scenario Descriptor: *School student on weekend.*

Narrative	*Angela is a year 10 school student at a school in regional Queensland. She has a part time job at the local café not far from where she lives and she spends the rest of the weekend at the beach, shopping or hanging out with her friends. She like to socialise and meet new people and is easily influenced by new and novel products or services. She is always willing to try something new.*
Thoughts	*I love my life. I have great friends and a great part time job. I could always do with a bit more money as I love to spend on the latest clothing fashions and trends. I think I should probably focus a bit more on things like school and exams but if I work more shifts at the cafe, I can buy that dress for the summer party. But…I shouldn't worry, my parents always have my back and want me to be happy. I will convince them to get it for me and spend my money on something else.*
Feelings	*I am starting to feel the pressure of the year looming upon me. I am getting pressure from all sides at the moment – mum, dad, school and work. I don't deal very well with all of this pressure and I don't know how to push back. Although I am happy and loving life on the sunny coast, I wish there was something else I could focus on. Sort of regretting last weekend's purchase but I will get over it.*
Actions	*I probably need to set some time aside to study. I should also start saving some money – I know my parents won't buy me everything all the time – even though I know I can persuade dad any time. Time to put a plan in place for the next two years before I leave school.*

TEACHERS RESOURCE (SAMPLE ANSWERS)

RESOURCE 2 (CONT):

Sections A, B and C should be completed for each customer segment.

C: Build your archetype.

So now that you know who your user is and when they engage with your product or service, you can start the process of determining your user's goals, needs, pain-points, thoughts, feelings, and actions in context of those scenarios.

Narrative	*Angela loves her life and is living a very carefree lifestyle at the moment. Outside of normal school stresses for all teenagers, she seems to have a loving and supportive family that tend to buy her anything she wants.* *She has a part time job that makes her happy and a good social life, where she meets and interacts with a variety of diverse groups of people.* *Although she feels stressed, it is unlikely that she will take actions to alleviate her stress. Because she has grown up in a protected environment and is able to get her parents, particularly her dad to buy her things she wants, she is unlikely to settle for things that are considered average or below.*
Brands	• *Nike* • *Zara* • *NOVO* • *American Apparel*
Motivations	• *Socialising* • *Meeting interesting people* • *Popular brands* • *New experiences* • *Alleviate existing pressures by doing other things*
Needs	• *A feeling of belonging* • *Acknowledgement* • *Freedom to purchase fashionable or trendy items* • *To be able to persuade parents* • *Feel secure* • *Set trends for others* • *Freedoms to meet diverse groups of people and engage with different cultures* • *To feel that she can afford branded items*
Influences	• *Popular culture, especially music culture like Cardi B, Beyonce and The Veronicas* • *Popular bloggers and vloggers in fashion and travel* • *Instagram posts on clothes, shoes and skin care – even if they are lesser known brands* • *Recommendation by friends on products and lifestyle choices*