

Name:

Target Audience

Understanding Target Audience

Everything that is designed has a specific 'Target Audience' in mind. Answer the questions below to demonstrate your understanding.

What does the term 'Target Audience' mean?

.....
.....

Look at these web address and give an example of the target audience (the first one is done for you)

Website	Target Audience
www.ebay.com	People who want to buy things
www.bbc.co.uk/school/gcsebitesize	
www.skysports.com	
www.pizzahut.co.uk/delivery	

Think about your School's website. It could be used by students, teachers and parents. Complete table below giving examples of information each target audience may want to know.

Students	Teachers	Parents