METHODS FOR DEFINING TARGET AUDIENCES TEMPLATE

My personal/teams' activity/project/intervention/campaign (ongoing or in the upcoming 3 months)		› … (brief description of purpose & goal) › … (targeted group of people/users/Theory of Change)		
Characteristics	**Methods**	🎯 **Target Audience Map**	👤 **Persona**	**User Journey**
Purpose (Why?)				
Type of problem best suited for method (Why?)				
Key elements of what this method can tell you (What?)				
Outcomes (What?)				
Process (How?)				

Conclusion
  - Benefits (how could this method benefit your project/work?)
  - Pitfalls?				

Selection *Choose 1 of the 3 methods that are most suitable to help your ongoing work and you would like to put the centre of the design of your service or product (from website development to content creation, to your advocacy efforts)*				