

RESEARCH OF THE TARGET AUDIENCE FOR THE PROJECT POCKET FRIDGE

D.B. Bondarenko¹, I.V. Liutenko²

¹ *Master's student of the Department of IST, NTU «KhPI», Kharkiv, Ukraine*

² *Associate Professor, Ph.D. technical of science, SEMIT, NTU «KhPI», Kharkiv, Ukraine*
liprikonchi@gmail.com

The main feature of the target audience from the point of view of advertising is that these people are more likely to buy the product. Therefore, it is this group of people that the advertising message and promotional activities are aimed at. In other words, the target audience is the main and most important category of recipients of an advertising message for an advertiser.

Analyzing the target audience will help reduce the cost of product promotion. After all, it is much cheaper and faster to reach users who are interested in the product and are ready to make a purchase or consider an offer.

As a result of the analysis and research, first, we can identify the outline of the project's value proposition, namely: client segment, tasks, pain points, benefits, painkillers, additional benefits, products and services (table 1).

Table 1 - The canvas of the value proposition

For which customer segment are you making this canvas?	
people who buy a lot of food, cook and eat at home	
Objectives	
Functional	keep information about your food stocks in one place
Social	always know what you can cook for family/friends from the available ingredients
Emotional	free your mind from thoughts about food, its expiration date, location, quantity
Pains	
the complexity of adding new data	
crash of the main server where the service is deployed	
server crash where external services are deployed	
problems with finding mandatory information on the packaging	
entering data related to abstract product types	
Advantages	
enter and store data about products and dishes	
receive reminders about the expiration date of food	
Analyze statistics on food consumption and expenditures	
search for recipes of dishes that can be prepared	
Painkillers	
adding by scanning a barcode	
deployment of backup servers that can take over tasks	
caching up-to-date data on the main service server	
providing useful tips with photo examples	
a database that is already filled with various average data	
Additional benefits	
expanding statistics with information about the nutritional value of food	

adding your own photos to products
adding other storages with different temperatures
Create your own product categories and labels
export and import of data, the ability to share
Products and services
web service available via the Internet
mobile application for different platforms
desktop application for different platforms

End of Table 1.

In order to test the framework of values, a number of surveys were conducted among people of different groups. The surveys provided an important result regarding the relevance of the problem under study.

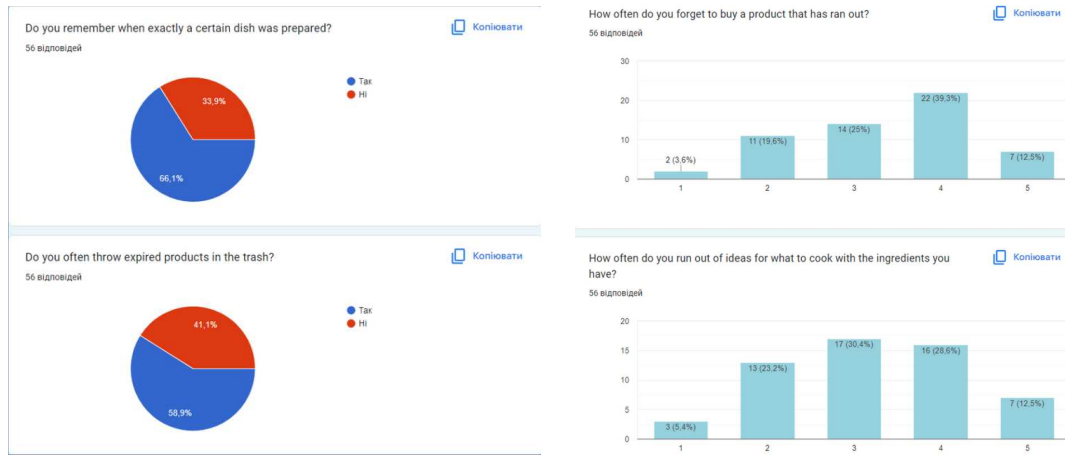


Fig. 1 - Survey results

Conducting a series of surveys and creating a value framework made it possible to formulate a potential customer for the system.

Table 2 - Portrait of a B2C customer

For which customer segment are you making this canvas?	
Name	Karen
Country	USA
City	New York City
Age	27
Gender	W
Marital status	married
Hobby	yoga
Income	\$5000
Occupation	manager

Table 3 - Portrait of a B2B client

Portrait of a B2B client	
Company size	medium
Field of activity	public catering
Country of operation	Italy
Company structure (corporation, startup, outsourcing)	brand network, franchising, small business