


# Target group and the target group's needs

 1-4 hours

 Pens, paper and post-it notes

 The team that gathered the insight

## What?

A target group is a current or future customer group that you want to reach with your products and services. This method is used to become familiar with the target group's needs in a given situation.

## Why?

The aim is to get a picture of the target group. The objective is to identify the needs and preferred outcomes of the target group, and to simultaneously determine the challenges that the target group faces.

## How?

Your starting point is the insight you have gained (from discussions, in-depth interviews, observations, etc.).

1. Define the target group  
Define the target group based on possible variations you came across while gathering insight. Focus on how the target group wants to describe itself, and how it is perceived by others.  
Preferably give the target group a name that indicates its character.
2. Define the target group's objectives [Jobs-to-be-done]  
Describe what the target group wants to achieve in a given situation.
3. Specify PLUS and MINUS  
Specify what challenges or obstacles (MINUS) the target group encounters in achieving its objective, and what it perceives as a positive (PLUS). It is a good idea to use post-it notes or to write directly in the framework on the next page.

## Tip:

Once you have gained greater insight (from in-depth interviews, observations, etc.), repeat steps 2-3 of the process.

## What do you get out of this?

By identifying a target group, what the target group wants to achieve and what challenges the target group encounters in achieving that objective, you acquire a good starting point for investigating this in more detail through in-depth interviews or other insight work.

## Target group and the target group's needs

1. Who is the target group?

PLUS & MINUS

2. What does the target group want to achieve?  
[Jobs-to-be-done]

TIPS  
How does the target group describe itself? How does it want to be perceived by others?

TIPS  
What objectives or jobs does the target group want to achieve or do? In what situations does the target group want to achieve this?