

## DIGITAL STORYTELLING (DST) STEP 2: CONCEPT DESIGN

### DST2-4: TARGET AUDIENCE ANALYSIS AND SELECTION

Phase 1) Remind yourself of your project goals and analyze your potential target audience(s)

- Describe the main goal(s) of your digital storytelling challenge or project.
- List all potential audiences that can be affected by your story by answering these questions:
  - What is the key message of your digital story?
  - Who would you like to influence or engage with the story?
  - What attitude/behavior change would you like your audience to go through?
  - What are the preconditions, facilitators, and barriers of that attitude/behavior change?
- Define relevant demographic, geographic, psychographic, behavioral, and communication characteristics of your target audience(s) by referring to the table below.

| DEMOGRAPHIC                         | GEOGRAPHIC        | PSYCHOGRAPHIC                          | BEHAVIOR                          | COMMUNICATION              |
|-------------------------------------|-------------------|--|-----------------------------------|----------------------------|
| Sex or gender                       | Country of origin | Values                                 | Purchasing and consumption habits | Types of media preferences |
| Age range                           | Region            | Attitudes                              | Brand interactions                | Frequency of use           |
| Education                           | City              | Activity, Interests and Opinions (AIO) | Customer loyalty                  | Purpose of use             |
| Job and occupation                  | District          | Lifestyle                              | Engagement                        | Impact                     |
| Language                            | Rural area        | Personality and personal traits        |                                   |                            |
| Ethnicity, nationality              |                   | Concerns                               |                                   |                            |
| Religion                            |                   | Needs                                  |                                   |                            |
| Household size (number of children) |                   |  |                                   |                            |
| Income, socio-economic status       |                   |  |                                   |                            |

Phase 2) Select your target audience and summarize the key results of your analysis

- Based on your analysis, select the target audience you want to prioritize. This is the group of people whose thinking and behavior you want to change with your digital storytelling.
- To delve even deeper into the lives and minds of your target audience, fill out this [empathy map template by Xplane](#) to organize and visualize your key insights.
- Use [Padlet](#) to organize the key results of your analysis and to define the key characteristics of your target audience.

