

What to do: Think about a group of people who are likely to use your product or service. Use the boxes below from 1 - 5 to understand who they are. Once you have filled in the boxes write a sentence or two that summarises this particular group of people and then give them a typology name. Remember that you can have more than one typology.

Typology name:

Who are they:

1. How old are they?

3. What are their interests?

4. What are their worries?

5. What are their hopes?

**2. Education / Work
/ Retirement**