

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: The Explorer

Who are they:

Typically still in education discovering what they want to do and exploring all the different paths available to find the right fit for them.

1. How old are they?

13 - 25 Years old

3. What are their interests?

They use social media daily.

They are highly digitally literate.

They are keen to learn and find things out on their own.

4. What are their worries?

They aren't sure what to do after school.

They feel like they don't know all the opportunities that are available.

They don't have enough career support.

5. What are their hopes?

To find out what their next steps should be.

To find a career that they enjoy doing.

2. Education / Work / Retirement

Still in education