

# Target User Definition

## Introduction

Target user definition involves understanding the group who are most likely to use our product. This document outlines who this group is and what we can base our project on.

## 1. Demographics

- **Age:** 18-25 years old
- **Location:** students living in the Netherlands
- **Education Level:** High school graduates, currently enrolled in higher education
- **Income Level:** Limited or student budget

## 2. Psychographics

- **Lifestyle:**
  - Balancing academic responsibilities with personal goals.
  - Focused on independence and self-improvement.
- **Values:**
  - Efficiency, clarity.
  - Preference for easy and time-saving solutions.
- **Interests:**
  - Spending as little money as possible
  - Engaging in activities that improve studying and get better results.
- **Pain Points:**
  - Struggles with accessing information about the Driver exams.
  - Finds public transportation and cycling inefficient for daily commuting.
  - Overwhelmed high lesson prices and the lack of practice-exams.

## 3. Behavioral Characteristics

- **Technology Usage:**
  - Regularly uses smartphones, laptops, and digital platforms.
  - Comfortable navigating apps and websites.
- **Buying Behavior:**
  - Seeks cost-effective solutions to their needs.
  - Likely to choose products with a more simple usability and clear instructions.
  - Responds to personalized, easy content.

## 4. Target Market Needs

- **Primary Needs:**
  - A step-by-step guide to obtaining a driving license in the Netherlands.
  - Tools for tracking driving lessons, test preparation, and overall progress.
  - Support materials and strategies that focus on improving driving test pass rates.
  - Information centralized in one platform for easy accessibility.
- **Secondary Needs:**
  - Affordable driving lessons or study materials.
  - English-language resources that provide instructions, rules, and requirements.

## 5. Specific Goals of the Target User Group

- To gain independence by acquiring a driving license and eventually a car.
- To find reliable and cost-effective resources that help students get their driver licence.
- To improve their chances of passing driving tests on the first attempt.

## 6. Challenges Faced by Target Users

- Difficulty navigating Dutch driving regulations due to language barriers.
- Limited budget for checking the process and taking lessons.
- Lack of centralized platforms to track their learning journey.
- Anxiety or lack of confidence in passing the driving test due to insufficient preparation tools.

## 7. Marketing Strategies

- **Channels:**
  - Social media platforms popular among international students
  - University networks and student forums.
  - Partnerships with driving schools targeting young adults.
- **Messaging:**
  - Focus on the ease of use, clarity, and efficiency of the product.
  - Highlight how the product simplifies the driving license process for international students.
  - Include testimonials or success stories from users who have benefited.
  - Showcase tools designed to boost driving test pass rates and improve learning outcomes.

## **Conclusion**

Getting to know the target group is very important for creating the product and marketing. The target users for this product are young, modern international students who need a clean, accessible, and cost-effective solution to obtain a driving license in the Netherlands. By taking care of their needs, challenges, and goals, especially improving the learning experience and increasing driving test success rates, the product can ensure high user satisfaction and adoption.