



Target Analysis: AI Fairytales

Inhoud

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Introduction:

To effectively reach our audience and meet their needs, it's essential to understand the target demographic for the app. The following analysis will provide insights into the characteristics, preferences, and behaviors of our core audience: children aged 2-8 in the Netherlands.

Research:

Demographics:

- **Age:** 2-8
- **Gender:** both
- **Location:** Netherlands
- **Education Level:** Primary

Psychographics:

- **Hobbies/Interests:** Enjoy interactive play, including puzzles, creative games, and storytelling.
- **Attitudes:** Positive, curious, social

Behavioral Characteristics:

- **Habits:** playing, going to school, solving problems independently, being creative
- **Technology Usage:** Average screentime 6 hours (recommended is 2 hours)

Pain Points/Needs:

- **Time Constraints:**
 - Parents may have limited time to engage their children in activities, relying on apps for educational entertainment.
 - Children's attention spans vary, so content needs to be concise and engaging to hold their focus.
- **Personalization:**
 - Stories and activities need to be tailored to different age groups, cognitive levels, and personal interests (e.g., fantasy, animals, superheroes).
 - Children benefit from content that adapts to their learning pace and preferences.
- **Motivation:**
 - Motivated by colorful, interactive, and reward-driven elements that provide a sense of achievement.
 - Enjoy activities where they can explore, learn, and be rewarded for completing challenges or tasks

- **Convenience:**

- Easy-to-use, intuitive interfaces that allow children to navigate independently, with minimal parental assistance.
- Parents appreciate tools that provide educational value, reducing guilt about screen time.

Goals/Desires:

- Developing in language and academics, acquiringg social skills, emotional support

Marketing Channels:

- **TV:** Traditional children's TV channels in the Netherlands remain a popular medium for reaching this age group, with content aimed at preschool and early school-aged children.
- **YouTube:** Many children in this demographic consume content through YouTube, especially children's channels with animated videos, educational programs, and interactive storytelling.

Summary:

The primary demographic consists of children aged 2-8 years old, living in the Netherlands. These children are in their formative years, developing language, cognitive skills, and social behaviors. They are highly curious, imaginative, and motivated by interactive, creative experiences. Parents are often looking for ways to supplement their child's education with entertaining, but also educational, content. The app appeals to both children and parents by providing personalized, engaging stories that foster learning and creativity while addressing pain points such as excessive screen time and the need for meaningful, easy-to-access educational activities.

Sources:

Habbits:

<https://www.healthychildren.org/English/ages-stages/Pages/default.aspx>

Technology use:

<https://www.pewresearch.org/internet/2020/07/28/childrens-engagement-with-digital-devices-screen-time/>

<https://backlinko.com/screen-time-statistics#screen-time-children-teens>

<https://www.osfhealthcare.org/blog/kids-screen-time-how-much-is-too-much/>

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<https://www.who.int/news/item/24-04-2019-to-grow-up-healthy-children-need-to-sit-less-and-play-more>

Goals:

<https://www.gohenry.com/us/blog/financial-education/examples-of-goals-for-children-in-the-short-long-term>

<https://www.webmd.com/parenting/child-8-milestones>