

Target Group Analysis for the Project

Target group	<i>Specify the target group name here. In order to describe multiple target groups, copy the table and fill in each group separately.</i>
Target group characteristics	
<i>Specify basic demographic features and size of the target group here.</i>	
Expected needs and problems of the target group	
<i>Describe the problems and needs of the target group as expected by the project team on the basis of its knowledge and experience – verification of the problems will be the primary purpose of the analysis.</i>	
The method of target group analysis	
<ul style="list-style-type: none"> • <i>Whom will you ask (what circles of respondents)?</i> • <i>How many respondents will you address?</i> • <i>Which survey method will you choose (questionnaire, managed interview, etc.)?</i> 	
Determining target group needs and problems and the method of how these needs and problems are solved by the project	
<ul style="list-style-type: none"> • <i>Specify the main conclusions here in a well-arranged manner (e.g. using bullets). If you have any figures available, use them (it is always better to state that 70% of the target group, rather than that a large portion of the target group, have a problem).</i> • <i>What activities will you perform within the project in order to solve the needs and problems?</i> 	
Method of motivating target groups and involving them in the project	
<i>Specify the method of addressing the target group in order to involve it in the project. This part is crucial in particular in relation to activities which the target group is not obliged to complete (voluntary subjects, interest groups for students, courses for the public, etc.).</i>	