



Campaign against skin cancer— Investigating, evaluating and defining my client's needs

Investigate and evaluate your client's needs by following the prompts that follow.

Notes. Your target market is the group who you want to take notice of the message. Your client is the person who is going to promote the message. It could be someone in the target market but it could be someone else promoting the message to them, for example, yourself.

Identify your target market:

Identify your client:

Interview or use other techniques such as email to find out your client's views about the following:

Research questions	Response and justification	Evaluate how important this is to your client*
1 Which textile item is preferred to promote your slogan or logo (e.g., T shirt, beach bag, bucket hat—think about your client and also your own time and skills)?		
2 What size should the product be?		

*Ask the client to rate as Very important, Important, Somewhat important, Not important



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STUDENT QA
RESPONSE 8

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Interview or use other techniques such as email to find out your client's views about the following: (cont)

Research questions	Response and justification	Evaluate how important this is to your client*
3 What size should the slogan/logo be		
4 What overall impact should it have [e.g., bold, subtle, pretty, colourful]?		
5 Preferred colours		
6 Other features [e.g., preference for plain or patterned fabrics; pockets etc.]		

How important are the features to the client?

Very important	Important	Not important
•	•	•
•	•	•
•	•	•

*Ask the client to rate as Very important, Important, Somewhat important, Not important