



# The needs of my client or target market

You are to investigate, evaluate and define the needs of your client or target market (the client could be you). Follow the steps below and enter your response in the table that follows or you may construct your own table.

**Step 1** Identify your client and/or target market—for example, Year 8 girls, child-care centre, beach volleyball team, Year 6 students, family member, friend, council gardeners, or it could be you.

**Step 2** Develop a schedule of questions of what you need to find out in order to design sun-savvy fashion for your client/target market. Some ideas for questions are provided in the text box *Ideas for questions to find out the needs of your client or target market*.

**Step 3** Collect your responses by whatever means is most appropriate—for example, interview or survey of a sample of the clients, or analyse magazines that appeal to and show the client/target market—and enter the responses into your schedule.

**Step 4** Find out how important each feature is to your client/target market e.g. Very important, Important, Somewhat or not important.

### Ideas for questions to find out the needs of your client or target market

- At what kinds of activities will the outfit be worn?
- What kind of garments does the client enjoy wearing e.g., shorts, long pants, tops, skirt, dress?
- If they wear skirts or shorts/pants, check which sun-savvy styles they like (they should be long to be sun smart)
- For tops and dresses, what sun-savvy styles do they like to cover the neck and shoulders e.g. collars (which type), wraps, sleeves? You might like to show the client some illustrations of various options to help them with their decision-making.
- What fit do they prefer?
- Preferred colours—offer only sun-smart colours
- Preferred hat—offer only sun-smart styles
- Preferred impact e.g. bold, subtle, pretty, colourful, funky, conservative
- Plain or patterned fabrics? Type of patterns?
- Any personal features that they would like to accentuate or minimise?



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STUDENT RESPONSE 19

9

10

## Client/Target market

Question	Response and justification	How important is this to the client/target market?*
A.		
B.		
C.		
D.		

**Step 5** Identify the features that are **very important** to the client.

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**Step 6** Are there sun-savvy features that your client has not identified but you think should be included? If so, how will you incorporate these and still keep the client happy?

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