Audience Analysis

CONCEPT: Beachside Retreat

The audience seeking to rent a house in a coastal paradise desires a tranquil environment with panoramic ocean views, easy beach access, and a connection to the natural surroundings.

They appreciate coastal-inspired aesthetics, favoring light and airy interiors with neutral colors and accents of blues and greens.

They envision their rental home as a peaceful sanctuary where they can relax, recharge, and enjoy the unspoiled coastal environment.

Audience Analysis

CONCEPT: Urban Freelance Cafe

Our target audience possesses a creative mindset such as design, writing, photography, or marketing.

They have a passion for travel, adventure, and exploring new cultures and prioritize their physical and mental well-being.

They enjoy spending time outdoors, incorporating elements of tranquility and serenity in the design will resonate with them.