

VCE Product Design and Technologies (2024–2028)

What is an end user?



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Acknowledgement of Country

The VCAA respectfully acknowledges the Traditional Owners of Country throughout Victoria and pays respect to the ongoing living cultures of First Peoples.



What is an end user?

- The human and/or non-human ‘consumers’ of the product for whom or what the product is intended
- Can be the customer or purchaser of the product or the user of the product



Profile of end user

- a comprehensive description of the characteristics, needs, behaviours, and preferences of humans or non humans, who are the ultimate consumers or users of a product

Profile of end user

- is 'faceless' and 'nameless'
- is intentionally broad and generalised
- encompasses a diverse group of individual humans or non humans
- Products are created to cater to a large consumer base.

Profile of end user

- the product can be ‘consumed’ by humans or non humans who have the same end user profile
- a variety of individuals (human or non human) who fit the profile can be used to gather research, provide feedback and other information

Examples of end users

- Parents buying a product for their children
- Children using a product bought by parents

Profile examples

- *Working parents, aged 30–45 years, that reside in northern Melbourne, who have at least one child in primary school ...*
- *Primary school children aged 8–12 years of age, who ride their bikes to school and participate in organised soccer at least one night a week ...*

Examples of end users

- Owners buying a product for their pet
- Pets using a product bought by owners

Profile examples

- *Adults aged between 25 to 50 years of age, who reside in rural settings and own at least one medium to large sized dog of any breed or age ...*
- *Medium to large sized dogs of any breed or age that reside in rural settings and have access to indoor and outdoor spaces ...*

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