VCE Product Design and Technologies (2024–2028)

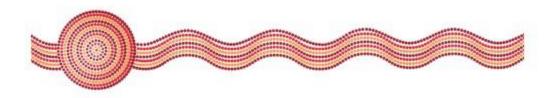
What is an end user?





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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