

AUDIENCE QUADRANT (Q.U.E.E.N.)

QUESTIONS

EMOTIONS

AUDIENCE

EXPECTATIONS

NEEDS

GOOD FOR

- UX

GOOD WHEN you are trying to determine the needs of the audience you are designing for.

TRY TO pick a audience group or multiple groups and write down their QUestions, Emotions, Expectations, and Needs in each quadrant.

SOURCE: To the best of our knowledge the Audience Quadrant is a home grown exercise by Brian Talbot and Viget Labs.