

[Home](#)[Partnerships](#)[Our Progress](#)[About](#)[FAQ](#)

# Our Target Audience

Shopden Is Intended For Many People

Mikael La Ferla

8/20/2023 · 1 min read



Shopden's target audience would primarily include:

- **Families and Roommates** → Family members/Roommates can collaborate on creating and managing shopping lists for grocery shopping, household supplies, and more. These shared lists illustrate how much is spent on each item, and these users can track what has or hasn't been bought, avoiding duplicate purchases.
- **Event Planners** → Event Planners can customize their lists according to their events, such as birthday parties, graduation parties, or general gatherings.

Real-time store prices and inventory allow event planners to purchase their necessities conveniently.

- **Any Budget-Conscious Consumer** → Any individual who wishes to prioritize their budgeting and expense goals also benefits from using Shopden.

Therefore, assessing our internal and external objectives and strategies is crucial when addressing our target market.

