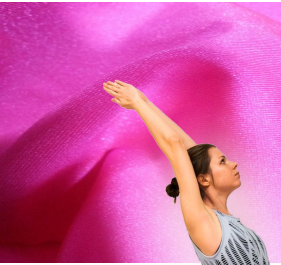
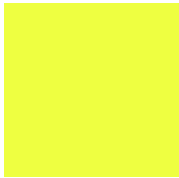
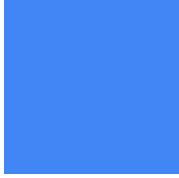
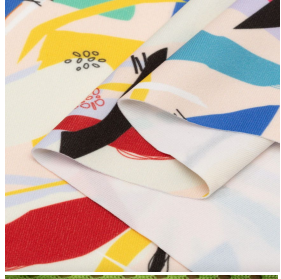


Product Development Mood Board

By: Sheila Rodriguez

Women's Athletic Wear



Product Demographics

This line of Women's Athletic Wear is made for the woman who loves any type of fitness activity and the bright colors that are inspired by the outdoors and nature. The target audience of this product is for women who are of the ages of 18-45 of any ethnicity, religion and marital status. The income level for the targeted audience should make about \$25,000 or more a year. The target audience must live in the United States since we will be opening stores in New York City for starters and also shipping within the states with the hope of going global in the future. The product will be developed by using top quality fabrics by combining technology into the garments for waterproof and breathable leggings, sports bras, sports skirts and capris among other developing products.

Product Psychographics

The psychographics of this audience influences their purchasing decisions in various ways. In order for someone to buy our product, their activities can include any type of fitness activity like running, strength training, yoga, hiking, high intensity interval training, biking and more. The motivation to pursue a healthier and active lifestyle is also something that can influence the consumers purchasing decisions when it comes to our product. The personality of our customer should be happy and energetic, which is something that is showcased through our color palette which involves colors that can be typically seen outdoors and in nature. A huge influence on purchasing decisions also involves the life stage of our consumer. The life stage of our target customer should be Millennials as well as a percentage of Centennials (Gen Z). They are the ones who fit into our target customers since they are of an older age and perhaps the most interested in fitness compared to the other generations like Gen X or the Baby Boomers.