

audience

The words audience and user are often interchangeable in design, for some products we talk about them having a user and others having an audience. It seems that the role of a design audience is shifting from being spectators to something that involves engagement. Previously the consumer would shop and buy, now the consumer can compare, provide feedback and generate conversation about products and their shopping experience through commenting and rating systems on retailers' websites and social networking sites. Increasingly, consumers are encouraged to feel that they have a significant influence in the supply and demand cycle and are no longer viewers of the field. {March 2012}

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audience {see also branding, conversation}