

SELECTION OF TARGET SEGMENTS FOR PROVISION OF SERVICES IN MEMORY DEVELOPMENT, CONCENTRATION OF ATTENTION AND THINKING OF A PERSON

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In the article the target segments for the provision of services for the development of memory, concentration and thinking of a person are analyzed. For the analysis and modeling of the target audience, such segmentation features are taken: age, occupation, education, attitude towards a product (service) (age psychology), and belonging to a generation (generation theory).

It has been established that during the transition from the industrial era to the information era or the digital age, the digitalization of all social processes of human life support is extremely necessary. And this is the reality that already exists.

Processing information 24/7 in such conditions has a significant impact on a human brain, which does not evolve as fast as the world.

And for a person capable of intellectual work, thinking, expressing feelings, there is a need to protect their natural abilities. Investing in development of memory, concentration and thinking will lead to success tomorrow and in the future.

It has been proven that in the era of digitalization, humanity should constantly carry out neuro-training of its own capabilities and abilities to develop memory, concentration, etc. To satisfy these services, a new profession of brain trainer has appeared on the labor market, which teaches the brain to work with information, develops memory, concentration and so on.

Various target audiences have been analyzed from the point of view of developmental psychology and the theory of generations. We propose to divide the target audiences into primary (those who will receive services) and secondary (those who will pay for the services provided).

The assumption that for Generation Z, as the primary target audience, it will be interesting to pass all kinds of exams that they will have to take during this period of their life, the opportunity to prepare for them in a short time is expressed.

During analyzing generations X and Y, as a secondary target audience, it was found that this target audience may be interested in the issue of enhancing their own abilities, revealing the potential of the individual, "singling out" among others.

To build a business model for the provision of services for the development of memory, concentration and thinking of a person, a target audience format was proposed, which was developed using the "5W method".

The works of Western and Ukrainian scientists, which contain a modern view on the problem of the intellectual potential of students and the psychology of perception and processing of information, the theory of generations and an attempt to interconnect the theory of generations with consulting the staff of the organization are used in the article.

We see prospects for further research in the detailed development of programs for the provision of services for the development of memory, concentration and thinking of a person and, on this basis, building business models within the framework of the Ukrainian sociocultural space.

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