

who are your users?

The first step toward serving your users is identifying—specifically—who they are. Though the details you include will vary depending on the focus of your site.

demographics

Age: 0 % Under 18 25 % 18–24 40 % 25–34
30 % 35–49 5 % 50–64 0 % Over 65

Sex: 20 % Male 80 % Female

Race: 0.1 % African American 2 % Caucasian
97.7 % Asian/Pacific Islander 0.1 % Hispanic
0 % American Indian, Eskimo, or Aleut
0.1 % Other

Education: % Some high school 20 % High school % 1–2 years
 % Some college 0 % College % 3–4 years % Over 5 years
 % Some post-grad 0 % Post-graduate

Marital status: 10 % Single 70 % Married
10 % Widowed 10 % Divorced/separated

not relevant?

Income: % Under \$20,000 % \$20–49,000
 % \$50–74,000 % \$75–100,000
 % \$100–150,000 % Over \$150,000

Nationality:

Location:

Singapore

Occupation:

psychographics

What are the unique distinguishing factors of your audience?

Parents

webographics

Access point: 40 % Home 40 % Work
10 % School 10 % Other

Access speed: 15 % Modem 25 % Cable modem
30 % DSL 30 % T1/high-speed work

Frequency of use: 0 % <1 hour/week 100 % 1–3 hours/week
0 % 4–10 hours/week 0 % 10+ hours/week

Time of use: 5 % Morning 20 % Afternoon
60 % Evening 15 % Late night

Platform: 60 % Windows 40 % Mac
0 % Unix 0 % Other

Browser: 5 % Netscape 65 % Internet Explorer
30 % Other

activities

What (relevant) online activities do your users participate in?
not relevant

site-specific profile

Who is your site geared toward?

- First-time visitors, new to your organization and site.
- Offline customers, familiar with your company but NOT the site.
- Returning visitors, familiar with both your organization AND your site.
- All of the above.