

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: 50% Under 18 5% 18–24 20% 25–34
20% 35–49 5% 50–64 5% Over 65

Sex: 50% Male 50% Female

Race: 20% African American 20% Caucasian
20% Asian/Pacific Islander 20% Hispanic
10% American Indian, Eskimo, or Aleut
10% Other

Education: 30% Some high school 30% High school
10% Some college 10% College
10% Some post-grad 10% Post-graduate

Marital status: 75% Single 10% Married
10% Widowed 10% Divorced/separated

Income: 20% Under \$20,000 20% \$20–49,000
20% \$50–74,000 20% \$75–100,000
10% \$100–150,000 10% Over \$150,000

Nationality:
Singaporean

Location:
316 Tampines Street 33,01-180, Singapore 520316

Occupation:
Guidance mentor

psychographics

What are the unique distinguishing factors of your audience?
Young individuals.

webographics

Access point: 30% Home 30% Work
30% School 10% Other

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

Frequency of use: 30% <1 hour/week 30% 1–3 hours/week
30% 4–10 hours/week 10% 10+ hours/week

Time of use: 33.3% Morning 33.3% Afternoon
33.3% Evening 0% Late night

Years online: 10% First year online 30% 1–2 years
30% 3–4 years 30% Over 5 years

Platform: 45% Windows 45% Mac
10% Unix 0% Other

Browser: 5% Netscape 45% Internet Explorer
50% Other

activities

What (relevant) online activities do your users participate in?

They will be doing surveys and asking questions on our services.

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.