

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: 20% Under 18 50% 18–24 20% 25–34
9% 35–49 1% 50–64 0% Over 65

Sex: 50% Male 50% Female

Race: 10% African American 40% Caucasian
50% Asian/Pacific Islander 0% Hispanic
0% American Indian, Eskimo, or Aleut
0% Other

Education: 20% Some high school 30% High school
5% Some college 15% College
15% Some post-grad 15% Post-graduate

Marital status: 75% Single 25% Married
0% Widowed 0% Divorced/separated

Income: 90% Under \$20,000 5% \$20–49,000
2% \$50–74,000 1% \$75–100,000
1% \$100–150,000 1% Over \$150,000

Nationality:
In Asia and Europe

Location:
Singapore, Malaysia, America

Occupation:
Students and designers

psychographics

What are the unique distinguishing factors of your audience?

Interested and keen on learning web design.

Have a strong sense of curiosity.

webographics

Access point: 65% Home 20% Work
10% School 5% Other

Access speed: 60% Modem 20% Cable modem
3% DSL 17% T1/high-speed work

Frequency of use: 10% <1 hour/week 50% 1–3 hours/week
30% 4–10 hours/week 10% 10+ hours/week

Time of use: 10% Morning 20% Afternoon
30% Evening 40% Late night

Years online: 5% First year online 15% 1–2 years
40% 3–4 years 40% Over 5 years

Platform: 70% Windows 20% Mac
7% Unix 3% Other

Browser: 25% Netscape 50% Internet Explorer
25% Other

activities

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

Forum posting, sharing informations.

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.