

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: 10% Under 18 20% 18–24 20% 25–34
40% 35–49 15% 50–64 5% Over 65

Sex: 50% Male 50% Female

Race: 10% African American 10% Caucasian
40% Asian/Pacific Islander 10% Hispanic
10% American Indian, Eskimo, or Aleut
20% Other

Education: 10% Some high school 10% High school
10% Some college 20% College
20% Some post-grad 30% Post-graduate

Marital status: 30% Single 50% Married
5% Widowed 15% Divorced/separated

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

Nationality:
Singaporean

Location:
Singapore

Occupation:
White collar workers

psychographics

What are the unique distinguishing factors of your audience?

They are rich.

webographics

Access point: 70% Home 20% Work
8% School 2% Other

Access speed: 60% Modem 20% Cable modem
10% DSL 10% T1/high-speed work

Frequency of use: 10% <1 hour/week 20% 1–3 hours/week
30% 4–10 hours/week 40% 10+ hours/week

Time of use: 5% Morning 10% Afternoon
70% Evening 15% Late night

Years online: 1% First year online 10% 1–2 years
39% 3–4 years 50% Over 5 years

Platform: 70% Windows 20% Mac
5% Unix 5% Other

Browser: 10% Netscape 88% Internet Explorer
2% Other

activities

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

Facebook

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.