

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: 1% Under 18 10% 18–24 40% 25–34
45% 35–49 3% 50–64 1% Over 65

Sex: 30% Male 70% Female

Race: 0% African American 0.5% Caucasian
97% Asian/Pacific Islander 0.1% Hispanic
0.1% American Indian, Eskimo, or Aleut
0.2% Other

Education: 5% Some high school 10% High school
15% Some college 20% College
20% Some post-grad 30% Post-graduate

Marital status: 3% Single 65% Married
7% Widowed 25% Divorced/separated

Income: 15% Under \$20,000 30% \$20–49,000
40% \$50–74,000 7% \$75–100,000
5% \$100–150,000 3% Over \$150,000

Nationality:
Singaporean

Location:
Singapore, Tampines Street 33

Occupation:
Parents

psychographics

What are the unique distinguishing factors of your audience?

They are mostly working parents who hardly got time for their children.

webographics

Access point: 20% Home 40% Work
1% School 39% Other

Access speed: 60% Modem 25% Cable modem
5% DSL 10% T1/high-speed work

Frequency of use: 3% <1 hour/week 35% 1–3 hours/week
30% 4–10 hours/week 32% 10+ hours/week

Time of use: 10% Morning 20% Afternoon
55% Evening 15% Late night

Years online: 10% First year online 40% 1–2 years
30% 3–4 years 20% Over 5 years

Platform: 75% Windows 15% Mac
5% Unix 5% Other

Browser: 25% Netscape 60% Internet Explorer
15% Other

activities

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

School's activities, Young children's classes such as music class, ballet, art, etc...

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.