

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: 3% Under 18 10% 18–24 30% 25–34
47% 35–49 7% 50–64 3% Over 65

Sex: 32% Male 68% Female

Race: 0.5% African American 3% Caucasian
94% Asian/Pacific Islander 0% Hispanic
0% American Indian, Eskimo, or Aleut
2.5% Other

Education: 3% Some high school 3% High school
1% Some college 40% College
1% Some post-grad 52% Post-graduate

Marital status: 12% Single 68% Married
8% Widowed 12% Divorced/separated

Income: 2% Under \$20,000 18% \$20–49,000
15% \$50–74,000 30% \$75–100,000
25% \$100–150,000 10% Over \$150,000

Nationality:
Singaporean

Location:
Singapore

Occupation:
Working adults

psychographics

What are the unique distinguishing factors of your audience?
Parents

webographics

Access point: 50% Home 35% Work
10% School 5% Other

Access speed: 5% Modem 15% Cable modem
55% DSL 25% T1/high-speed work

Frequency of use: 0% <1 hour/week 10% 1–3 hours/week
30% 4–10 hours/week 60% 10+ hours/week

Time of use: 2% Morning 10% Afternoon
40% Evening 48% Late night

Years online: 0% First year online 2% 1–2 years
18% 3–4 years 80% Over 5 years

Platform: 80% Windows 18% Mac
1% Unix 1% Other

Browser: % Netscape 60% Internet Explorer
40% Other

activities

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

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.