

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: 5% Under 18 15% 18–24 30% 25–34
30% 35–49 15% 50–64 5% Over 65

Sex: 50% Male 50% Female

Race: 6% African American 20% Caucasian
60% Asian/Pacific Islander 2% Hispanic
2% American Indian, Eskimo, or Aleut
10% Other

Education: 16.6% Some high school 16.6% High school
16.6% Some college 16.6% College
16.6% Some post-grad 16.6% Post-graduate

Marital status: 10% Single 60% Married
10% Widowed 20% 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:

AceEdu@singapore Pte Ltd block 316 tampines st 33 #01-180

Occupation:
teachers

psychographics

What are the unique distinguishing factors of your audience?

passionable about wanting their children to enjoy while learning at the same time.

webographics

Access point: 40% Home 20% Work
30% School 10% Other

Access speed: 30% Modem 30% Cable modem
20% DSL 20% T1/high-speed work

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

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

Years online: 25% First year online 25% 1–2 years
25% 3–4 years 25% Over 5 years

Platform: 30% Windows 30% Mac
20% Unix 20% Other

Browser: 20% Netscape 50% Internet Explorer
30% Other

activities

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

online survey or some learning program and videos

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.