

# 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   10% 18–24   30% 25–34  
25% 35–49   20% 50–64   5% Over 65

Sex: 40% Male   60% Female

Race:    % African American      % Caucasian  
90% Asian/Pacific Islander      % Hispanic  
   % American Indian, Eskimo, or Aleut  
10% Other

Education: 10% Some high school      % High school  
30% Some college      % College  
70% Some post-grad      % Post-graduate

Marital status: 50% Single   30% Married  
10% Widowed   10% Divorced/separated

Income: 90% Under \$20,000   1 % \$20–49,000  
6 % \$50–74,000   1 % \$75–100,000  
1 % \$100–150,000   1 % Over \$150,000

Nationality: Singaporean, Permenant Resident

Location: Singapore

Occupation: all

## psychographics

What are the unique distinguishing factors of your audience?

People who organise party and events

## webographics

Access point: 50% Home   30% Work  
5 % School   15% Other

Access speed: 90% Modem   10% Cable modem  
   % DSL      % T1/high-speed work

Frequency of use: 70% <1 hour/week   30% 1–3 hours/week  
   % 4–10 hours/week      % 10+ hours/week

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

Years online: 45% First year online   25% 1–2 years  
25% 3–4 years   5 % Over 5 years

Platform: 60% Windows   35% Mac  
   % Unix   5 % Other

Browser: 5 % Netscape   60% Internet Explorer  
35% Other

## activities

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

Bonding

## 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.