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   _20_% 18–24   _30_% 25–34
_40_% 35–49   _4_% 50–64   _1_% Over 65

Sex: _59_% Male   _41_% Female

Race: _6_% African American   _10_% Caucasian
_40_% Asian/Pacific Islander   _4_% Hispanic
_2_% American Indian, Eskimo, or Aleut
_20_% Other

Education: _5_% Some high school   _20_% High school
_30_% Some college   _20_% College
_15_% Some post-grad   _15_% Post-graduate

Marital status: _30_% Single   _20_% Married
_30_% Widowed   _20_% Divorced/separated

Income: _29_% Under $20,000   _26_% $20–49,000
_9_% $50–74,000   _11_% $75–100,000
_23_% $100–150,000   _2_% Over $150,000

Nationality:
singaporean

Location:
singapore

Occupation:
Civil servant

psychographics

What are the unique distinguishing factors of your audience?
They have a hatic life that wanted to save time from doing cooking for a large group or family.

webographics

Access point: _40_% Home   _40_% Work
_2_% School   _8_% Other

Access speed: _20_% Modem   _25_% Cable modem
_50_% DSL   _5_% T1/high-speed work

Frequency of use: _40_% <1 hour/week   _20_% 1–3 hours/week
_20_% 4–10 hours/week   _10_% 10+ hours/week

Time of use: _10_% Morning   _30_% Afternoon
_50_% Evening   _10_% Late night

Years online: _10_% First year online   _20_% 1–2 years
_20_% 3–4 years   _50_% Over 5 years

Platform: _50_% Windows   _25_% Mac
_5_% Unix   _20_% Other

Browser: _10_% Netscape   _60_% Internet Explorer
_30_% Other

activities

What (relevant) online activities do your users participate in?
Reservation for restaurants, eatery or hotel
Reservation to hold event like party and wedding.

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.