

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 5 % 18–24 40 % 25–34
45 % 35–49 8 % 50–64 1 % Over 65

Sex: 20 % Male 80 % Female

Race: 0 % African American 2 % Caucasian
96 % Asian/Pacific Islander 1 % Hispanic
0 % American Indian, Eskimo, or Aleut
1 % Other

Education: 1 % Some high school 2 % High school
2 % Some college 10 % College
30 % Some post-grad 55 % Post-graduate

Marital status: 16 % Single 70 % Married
6 % Widowed 8 % Divorced/separated

Income: 60 % Under \$20,000 14 % \$20–49,000
8 % \$50–74,000 7 % \$75–100,000
6 % \$100–150,000 5 % Over \$150,000

Nationality:
Singaporean

Location:
Singapore

Occupation:
Employed

psychographics

What are the unique distinguishing factors of your audience?

Curious to find out what kind of programmes and tuitions offered, keen to know the updates.

webographics

Access point: 30 % Home 40 % Work
15 % School 15 % Other

Access speed: 7 % Modem 80 % Cable modem
7 % DSL 6 % T1/high-speed work

Frequency of use: 50 % <1 hour/week 30 % 1–3 hours/week
10 % 4–10 hours/week 10 % 10+ hours/week

Time of use: 5 % Morning 40 % Afternoon
50 % Evening 5 % Late night

Years online: 45 % First year online 9 % 1–2 years
16 % 3–4 years 30 % Over 5 years

Platform: 75 % Windows 20 % Mac
4 % Unix 1 % Other

Browser: 1 % Netscape 9 % Internet Explorer
80 % Other

activities

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

Asking questions about programmes and tuitions some event and tuitions' pictures are viewed.

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.