

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: 0 % Under 18 5 % 18–24 15 % 25–34
40 % 35–49 30 % 50–64 10 % Over 65

Sex: 15 % Male 85 % Female

Race: 1 % African American 1 % Caucasian
95 % Asian/Pacific Islander 0 % Hispanic
0 % American Indian, Eskimo, or Aleut
3 % Other

Education: 40 % Some high school 40 % High school
5 % Some college 5 % College
0 % Some post-grad 0 % Post-graduate

Marital status: 10 % Single 50 % Married
15 % Widowed 25 % Divorced/separated

Income: 65 % Under \$20,000 15 % \$20–49,000
5 % \$50–74,000 5 % \$75–100,000
5 % \$100–150,000 5 % Over \$150,000

Nationality:

Singaporean, Indian, Filipino, Caucasian, Malay, American, Indonesian, Briton

Location:

Locally, anywhere within Singapore or Malaysia since it's nearby.

Occupation:

Housewives, businesswomen/men, bankers, clerks and every other job which adults could acquire. Also students since the site caters tuition to students all the way to JC2.

psychographics

What are the unique distinguishing factors of your audience?

Parents who are typically worried about their child's grades. Parents who do not have the time and a maid to take care of their child. Parents whom want an early start to their child's education. Students who wish to score better.

webographics

Access point: 50 % Home 35 % Work
14 % School 1 % Other

Access speed: 45 % Modem 50 % Cable modem
3 % DSL 2 % T1/high-speed work

Frequency of use: 40 % <1 hour/week 55 % 1–3 hours/week
4 % 4–10 hours/week 1 % 10+ hours/week

Time of use: 5 % Morning 10 % Afternoon
45 % Evening 40 % Late night

Years online: 1 % First year online 55 % 1–2 years
34 % 3–4 years 10 % Over 5 years

Platform: 60 % Windows 34 % Mac
5 % Unix 1 % Other

Browser: 47 % Netscape 25 % Internet Explorer
28 % Other

activities

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

Searching for information, work related browsing/searching/casual browsing.

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.