

Audience Worksheet

Please use to assist in the establishment of your own site audiences. Your audiences will be discussed and refined during the Discover Workshop.

Goals of identifying audiences

- Understand and represent the primary user groups for your website
- Aid in uncovering universal features and functionality needed for site
- Helps site builders focus on the major needs and expectations of the most important user groups
- Gives a clear picture of the user's expectations and how they're likely to use the site

Getting started

Who will visit your website?

What do they need while visiting your site?

What are their expectations when getting to your site?

How will your audiences use your site?

Describe the user

Imagine they are real people with backgrounds, goals, and values

Personal

- What is the age of your person?
- What is the gender of your person?
- What is the highest level of education this person has received?

Professional

- How much work experience does your person have?
- What is your person's professional background?
- Why will they come to the site? (User needs, interests, and goals)
- Where (or from whom) else is this person getting information about your issue or similar programs or services?
- When and where will users access the site? (User environment and context)

Technical

- What technological devices does your person use on a regular basis?
- What software and/or applications does your person use on a regular basis?
- Through what technological device does your user primarily access the web for information?
- How much time does your person spend browsing the web every day?
- User Motivation
- What is your person motivated by?
- What are they looking for?
- What is your person looking to do?
- What are their needs?

Example Audiences for the @Web Resource Site

General: Staff, University Communicators, Web technologists, people assigned to manage or contribute to web sites (students, administrative staff, fee for service personnel (RSS), faculty) Not including custom developers.

- **Infrequent content editors**
 - Who
 - Staff and faculty with other primary roles
 - Students, many with no professional work experience
 - Characteristics
 - No or limited communications training and/or web writing, image editing, page layout experience themselves as well as those managing them
 - Assignment to create or update a site or page may come with little direction and no clear goals and objectives
 - May also be given full latitude to complete the assignment in any way possible
 - May be motivated by solving something quickly
 - May be feel frustrated or impatient with CMS, policies/standards or processes since they use tool infrequently
 - Site needs
 - CMS training
 - Easy to find resources
 - Efficient and understandable training modules
 - Edit copy on pages or in widgets
 - Add or update images and video
- **Content managers**
 - Who
 - Staff who have web communications and management as a formal responsibility of their role
 - Students who work for these staff
 - Characteristics
 - Many in this group may have no or limited formal communications training and/or web strategy, web writing, image editing, page layout experience themselves as well as those managing them
 - Some in this group have mid-range communications training, web strategy or website management background
 - Limited number of sophisticated practitioners

- Most likely to have full latitude to complete the assignment in any way possible
- May be motivated by solving something quickly
- Desire/interest to learn more about web and content strategy and improving IA/UX
- Site needs
 - Web strategy resources to help meet or support specific marketing and communications objectives
 - Request for new sites or pages
 - CMS training
 - Easy to find resources
 - Efficient and understandable training modules
 - Edit copy on pages or in widgets
 - Add or update images and video
 - New or edit page layout
 - Blog
- **Web builder/owner**
 - Who
 - Technical staff with varying levels of expertise who manage websites, including site admins, site owners and webpage designers
 - Characteristics
 - Many in this group may have formal web development training
 - Some in this group have high-level web strategy or website management background
 - Significant number of sophisticated practitioners
 - May have full latitude to complete the assignment in any way possible
 - May wish to customize websites through coding and/or off-site tools
 - Site needs
 - Change permissions
 - Manage social media links, feeds, notifications
 - Web strategy resources to help meet or support specific marketing and communications objectives
 - Request for new sites or pages
 - CMS training
 - Easy to find resources
 - Efficient and understandable training modules
 - Edit copy on pages or in widgets
 - Add or update images and video
 - New or edit page layout

