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.*

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**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?

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________________________________________________________________________

________________________________________________________________________

What do they need while visiting your site?

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________________________________________________________________________

What are their expectations when getting to your site?

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________________________________________________________________________

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 his 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
  o 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**
  o Who
    • Technical staff with varying levels of expertise who manage websites, including site admins, site owners and webpage designers
  o 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
  o 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