

# 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?

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## **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
- 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



