

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: 2% Under 18 10% 18–24 28% 25–34
35% 35–49 20% 50–64 5% Over 65

Sex: 35% Male 65% Female

Race: 0.29% African American 5.7% Caucasian
93% Asian/Pacific Islander 0.001% Hispanic
0.002% American Indian, Eskimo, or Aleut
1% Other

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

Marital status: 4% Single 76% Married
10% Widowed 10% Divorced/separated

Income: 10% Under \$20,000 15% \$20–49,000
20% \$50–74,000 25% \$75–100,000
25% \$100–150,000 5% Over \$150,000

Nationality:
Majority Singaporean

Location:
Singapore, majority from Tampines/ East side of Singapore.

Occupation:
Parents, Working parents, housewives, Guardians,

psychographics

What are the unique distinguishing factors of your audience?
They are all keen on enrolling their/some children for enrichment courses.

webographics

Access point: 60% Home 30% Work
5% School 5% Other

Access speed: 30% Modem 30% Cable modem
25% DSL 15% T1/high-speed work

Frequency of use: 95% <1 hour/week 5% 1–3 hours/week
0% 4–10 hours/week 0% 10+ hours/week

Time of use: 10% Morning 30% Afternoon
45% Evening 15% Late night

Years online: 10% First year online 15% 1–2 years
25% 3–4 years 50% Over 5 years

Platform: 60% Windows 30% Mac
7% Unix 3% Other

Browser: 10% Netscape 40% Internet Explorer
50% Other

activities

What (relevant) online activities do your users participate in?
Work related, parenting websites, recipe and cooking websites, puzzle games,

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.