

User Testing—User Profiles

Project name:

Date:

Author:

This document describes the user profile of the target audiences for the project. The following audiences were defined based upon stated business goals and consumer demographics. Users were selected based upon the criteria listed in the audience profiles.

Audience name: **Small Business Owner**

General description of audience:

This audience is composed of owners of small businesses and/or general managers with purchasing power for small businesses. This audience also includes technical managers for small businesses who are researching and purchasing equipment. Small business is defined here as having fewer than 50 employees and working out of commercial office space.

Age range: 25-55

Gender profile: 50% female and 50% male

Professional profile (job titles, roles, etc.):

President, General Manager, VP of Operations, Office Manager

Educational profile:

BA/BS, possibly advanced degrees or certificates

Lifestyle profile (recreation, family, etc.):

N/A

Ethnic profile:

White, Asian, Black, All.

Internet/computer savvy

Comfortable researching products online. Has made at least one online purchase for business or personal purposes.

Audience name: **Students**

General description of audience:

This audience is composed of students enrolled in college. They are generally net savvy and price conscious. They use the Internet for schoolwork, games, purchasing and interacting with other people.

Age range: 18-30

Gender profile: 50% female and 50% male

Professional profile (job titles, roles, etc.):

Students

Educational profile:

Enrolled in school.

Lifestyle profile (recreation, family, etc.):

Student lifestyle. Erratic work and study hours.

Ethnic profile:

White, Black, Asian, etc.

Internet/computer savvy:

This audience is highly web savvy.

Audience name: **General consumer**

General description of audience:

This audience is composed of users that are not covered by the small business owner, home-based business operator or student audience category. These general consumers include homemakers, professionals purchasing home systems, parents purchasing for their children and retirees. General consumers are purchasing equipment for personal, home use.

Age range: 18-60

Gender profile: 50% female and 50% male

Professional profile (job titles, roles, etc.):

Homemakers, professionals, retirees and parents.

Educational profile:

This audience is composed of people with and without college degrees.

Lifestyle profile (recreation, family, etc.):

N/A

Ethnic profile:

White, Black, Asian, all

Internet/computer savvy: *This group has varying degrees of experience with the internet.*

Audience name: Home business owners/workers

General description of audience:

This audience is composed of home-based business owners and workers. This audience works from home. They are either self-employed or telecommute for an employer. This audience is purchasing equipment for their home-based businesses. It is possible that the equipment being researched/purchased will also be used by family members of the home-based business worker. Members of this audience work a variety of schedules including full-time, part-time and flex-time.

Age range: 25-60

Gender profile: 65% female and 35%% male

Professional profile (job titles, roles, etc.):

Managers, assistants, writers, technical professions.

Educational profile:

Range from no college through graduate degrees.

Lifestyle profile (recreation, family, etc.):

Have young children or aging parents at home or nearby. Work in remote areas or urban space.

Ethnic profile:

White, Black, Asian, All

Internet/computer savvy:

Comfortable doing research online