



Web Site Design | Graphic Design

## User Profiles Questionnaire

### Purpose

Our over-arching goal in designing or redesigning a web site is to create one that fully meets the user's needs. To do this we need insight into who, specifically, will be using your new web site. The purpose of this questionnaire is to develop a "typical cast of characters," that is to profile the typical users of your site.

### Focus on the User

We need to turn the focus of our work away from what the site owner(s) and the site designer(s) want, like, hate, think is cool, would do, or wouldn't do, etc. We need to focus on what the site users will do and won't do, on what they need and expect. The more clearly we can see the individuals who will be using your web site, the better our new design will meet their needs. While we tend to think of users as groups of people who have certain common traits, it's important to also see them also as individuals. A user "group" will not be visiting your new site and deciding whether or not to pursue doing business with you, it will be an individual.

As you answer the questions below try to base your answers as much as possible on "real" people who fit the profile of a typical user. If you have a current site and can talk with a few real users please use their information as appropriate. We are not looking here for a perfect profile of a real person, but more a composite profile of a typical and average user. If your site will have more than one typical user it may be helpful to give each a name, that way we can refer to them during our design process ("Do you think Richard the attorney would do xyz?").



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### User Profile Questions

For each typical user please try to answer the following questions, give as much detail as you can. Create a separate answer sheet for each typical user.

1. Is the user a decision maker in his or her organization, or an assistant to one? Please describe this person's role.
2. What business problem does this user wish to solve by visiting your web site? How is this distinct from the problems a different user will be trying to solve?
3. How often is this user online? How comfortable is this user online? What other tasks do they use the Internet for: banking, shopping, gaming, etc.?
4. How new or old is this user's computer? Will he or she have the latest and greatest hardware or will this user be working on older equipment that may be limited in its capabilities?
5. How fast is this user's Internet connection? Will he or she have limited bandwidth?
6. Why, specifically, will this user come to your site? What information is this person seeking?
7. What other sites is this user likely to visit in his or her quest to solve their problem?
8. What are the age, gender, occupation and location of this user?
9. Will this user access your site from work, and during work hours? Or will your site be visited after-hours, from home, perhaps from a library?
10. If you have a web site now, what specific frustrations or issues is this user likely to have with it?
11. What specific frustrations or issues is this user likely to have with your products and services (as separate from your present site)?
12. What specific frustrations or issues is this user likely to have with your competitor's web sites, and their services or products?
13. Are there products or services, which you do not offer, but about which your user may seek information as they visit your site?
14. How will this user find your site? Be as specific as possible, list search terms if they will find your site from an Internet search.
15. Will this user show your site to others? If so, why?
16. Will this user return more than once to your site? If so, why?
17. Will they visit more than once prior to purchasing your service or product?
18. What reason can we give this user to bookmark a page in your new web site? What can we provide that he or she will come back again for?