



:: homeworkassignment

Homework Project: Three Detailed User Profiles

Assignment: Use the preliminary research that you gathered while writing your creative brief to create three detailed user scenarios. Each user scenario should include the following:

- **User Profile**
 - Name, age, gender, location, education, family, hobbies, occupation, income, work hours, disabilities, computer & computer skill level, and anything else that you think may be important.
- **User Goal/Task**
 - What is the user's task and/or activity?
 - Identify exactly what the user wants to achieve from visiting the site.
- **User-Site Interaction Episode**
 - A brief description of how the user goes about trying to achieve their user goal as stated above.
 - How does the user look for it? (search, browse, bookmark, etc.)
 - Does the user find it? (he/she should probably fail, since we are working on a redesign)
 - What frustrates him or her?

Purpose/Objective:

- To clearly define your target audience (users).
- To identify user goals and objectives
- To identify specific user goals and current site problems for an eventual checklist and rationale for future design decisions

Format: 8.5"x11" pdf (Acrobat document). Post a link to the pdf on your class web page before class begins.

Reading: Read the intro, & chapters 1-2 of Steve Krug's Don't Make Me Think

- Chapter 2: <http://www.sensible.com/chapter.html>