

# User Profiles.

The objective of the User Profile is to clearly define your target audience, to identify user goals and objectives and to identify specific user goals and current site problems.

Additionally it provides rationale for future design decisions.

# *1. User Profile*

Create a fictional user profile that details the name, age, gender, location, education, family, hobbies, occupation, income, work hours, disabilities, computer skill level.

## *2. User-Site Interaction Episode*

Why has the user visited the site? What are their goals/objectives for the visit? Identify exactly what the user wants to achieve.

Write a succinct description of how the user goes about trying to achieve their user goal. How does the user look for it? Do they find it? What roadblocks or frustrations do they encounter in the current site?

# User Profiles

*Examples*





## USER PROFILE

**MORI ARTS  
CENTER MUSEUM**



**NAME** Kazuyo Takiguchi

**AGE** 32

**GENDER** Female

**LOCATION** Omotesando, Tokyo

**EDUCATION** Bunka Gakuen University

**FAMILY** Husband + Neko

**HOBBIES** Reading & Cooking

**OCCUPATION** NestRobe Press

**INCOME** \$55,000 Annual Salary

**WORK HOURS** Tuesday–Saturday, 9am–6pm

**DISABILITIES** None

**COMPUTER SKILL LEVEL** Average

### USER-SITE INTERACTION EPISODE

When Kazuyo found out that her friends from America would be visiting Tokyo, she made sure to clear her schedule so that she could spend time with them. When her friends expressed interest in visiting a contemporary museum, Kazuyo came across the *Mori Art Museum's* website through a google search. Aside from their current exhibition, she was also interested in seeing what kind of past exhibitions they had previously held there, but she had a hard time navigating through their very busy web site. When she eventually found information on the past exhibitions, she was hoping to see actual photos, but could not find an . She ended up doing a google search on those specific past exhibition , and found photos on other sites.



## USER PROFILE



**NAME** Halle Freyssinet

**AGE** 28

**GENDER** Female

**LOCATION** Paris, France

**EDUCATION** École Camondo

**FAMILY** Girlfriend

**HOBBIES** Coffee & Cigarettes

**OCCUPATION** Interior Designer

**INCOME** \$85,000 Annual Salary

**WORK HOURS** Monday–Saturday, 8am–5pm

**DISABILITIES** None

**COMPUTER SKILL LEVEL** Excellent

### USER-SITE INTERACTION EPISODE

Halle and her girlfriend decided to take a vacation to Tokyo, Japan. They had heard about the Mori Art Museum through friends, so they knew they wanted to check it out during their visit. Halle went to the MAM web site, and tried to find an interactive map on the museum's location, but could not find anything on their site. Because she found it rather confusing to navigate through their web site, she decided to do a map search of the location in Google instead.



## USER PROFILE

**MORI ARTS  
CENTER MUSEUM**



**NAME** Yuki Okura

**AGE** 36

**GENDER** Male

**LOCATION** Yoyogi Uehara, Tokyo

**EDUCATION** Tokyo Designer Gakuin

**FAMILY** Single (and ready to mingle)

**HOBBIES** Photography

**OCCUPATION** Buyer ( 12XU )

**INCOME** \$70,000 Annual Salary

**WORK HOURS** Tuesday–Saturday, 8am–5pm

**DISABILITIES** Slightly Hearing Impaired

**COMPUTER SKILL LEVEL** Decent

### USER-SITE INTERACTION EPISODE

Several years back, Yuki and his friends had visited the Mori Art Museum in Roppongi Hills. He wanted to take some of his clients from New York there, so he jumped online to find out about MAM's current exhibition. Satisfied with what he found, he wanted to purchase tickets but could not find prices online or information on how to buy them. He searched through their busy web site to with no luck. He ended up calling the museum directly, to find out prices for particular shows, and was able to pay for tickets over the phone. He was let frustrated and wished that he could at least see a pricelist for exhibitions and events ahead of time then just be able to call and pay for it if paying online was not an option.