Design Sites Assessment Task – 3

# User Profile & Checklist

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# User Profile:

## Primary target audience:

The common denominator of potential customers for Larry’s Lawns is that they are all people who want their lawns mowed and gardens maintained.

Aside from that factor, they represent almost the entire spectrum of demographics over the age of, say, 18.

They may be well off people too busy making money to bother with looking after their lawns and gardens.

At the other extreme, they could be old age pensioners subsisting below the poverty line but not physically able to maintain their yards.

Or they may be any combination of the shades in between these to examples.

They may be young, they may be old. They may be rich or poor. They may be male, they may be female. They could be transgender as well.

They may have the latest it hardware. They may not.

The broadness of this profile requires that the Larry’s Lawns web site be able to function at a useable level on the full range of browsers currently in general use. That doesn’t include Opera Mini, which has died, but does include, for example, Chrome, Firefox IOS and IE. If it works across that range it will pick up the stragglers.

It must also operate at basic functionality on obsolete browsers which may still be about. The practical limit of that is probably IE 8 since they stopped supporting XP.

Similarly, the web site must be clear and easy to use for those struggling to use the internet at all.

But, on the other hand, it must be slick and interesting enough to connect with a younger, techno savvy audience.

## Secondary target audience:

The potential franchisee is a slightly narrower demographic – but not by much. The client has suggested that the range of people capable of running a business but able to cope with the physical demands is between 20 and 55 years old. Mind you, there are those of us slightly older than 55 that can still mow a lawn….and with governments of both persuasions eager to avoid paying the pension in years to come, it seems that the onset of dotage has been generally postponed.

So this range might be a bit narrow at the top end, but the general thrust is that potential franchisees need to be old enough to have some common sense but not so old they make their customers feel guilty for not doing the job themselves.

Other than that broad qualification, the potential franchisee inhabits just as wide a demographic as the customers do.

# Checklist:

* Web site must be functional using obsolete browsers (within reason).
* Must comply with Access Standards for visual and other impairment.
* Must be simple to use and easy to understand for those with low computer skill levels.
* Must also be complex and interesting enough to attract a tech savvy audience.
* Must have at least basic cross browser and cross device functionality.