

Part I: *Client Survey for Targeting Market and Browser Accessibility*

Audience: Profile the end user. Provide enough detail so that you may be able to draw a picture (create a visual snapshot) from the information that you gather. Include some **verifiable** user demographic information.

- Who is your target audience?
Choose a typical user and profile in detail. {This data **must** be analytical in nature and not based on best guess.
If necessary do your own research by creating a form and distributing it amongst a sampling of students [at least 50] or search for data on line to back up your "claims" from reputable, verifiable sources. such as: Chamber of Commerce, Commerce Dept. Census Bureau, Library, Trade or Professional Organizations based on the site's purpose. For instance if you are designing a Music site perhaps you can obtain pertinent user data from the Recording Industry Association of America}
- Here is a sampling of the questions you should ask when compiling directly from a client:
 1. what kind of computer platform do they own (MAC/PC)
 2. what browser do you use (IE, Firefox, etc.)
 3. occupation (if this is a commerce site you might be able to define what your products' price point might be)
 4. education
 5. age
 6. region or nationality (if international site),
 7. gender
 8. online frequency, (daily, hourly, addicted...whu?)
 9. online activities (You Tube, My Space, Facebook)
[from this information you might be able to determine what kind of plugins and formats that they might already be using and coincidentally what they like to do.]
- What is a typical task the user might perform on the new site?
For example: register, log-on, search for information,
buy a specific product,
send their email address,
call for more information, etc. (from this information you may be able to determine the comfort level of the typical user)

Remember though these questions are important they are only to be used in relation to the design of the site. This is not a business course or a marketing course. It is a design course. You have to look at what you are doing in terms of is this visually appealing to your target.

Since this assignment is for your final also remember that it must be based on the broadest sense of target audience. I don't care if your family likes it, or the people in your dorm likes it.

We are targeting a broad sampling of people based on the rubric that they (me) have some design acumen.
So don't turn in some vernacular site like <http://www.local.com/> and expect me to do flips over its "usability."

With every project, you need to determine some broad ranging idea of who your target might be. This does not mean you know exactly who is using your site and what browser and connection they are on. This is about analyzing your projected audience, creating a psychological profile based on what you know about what is pleasing to the eye, establishing some goals, and providing a positive user experience using your skills a designer to create an aesthetically pleasing initial read, while keeping in mind that usability is also essential. Focus the design on who you are trying to reach. Lose your target and you lose your client.

Part II: **Here is a Tech-Check Worksheet which I adapted to this class from another source.**

It's designed to help you determine the basic technical requirements and target goals for your audience. The first section contains a breakdown of information designed to help you determine your target browser, platform, connection speed and technologies being used. The second section will help you determine the extent of your back-end technology. (Which of course this class doesn't teach, but nevertheless you might want to use in the future.) Take the information you know about your current audience to help determine answers to these questions. You may need to give your client a 'best guess' in some cases, but you should know if you are targeting LOW, MEDIUM or HIGH-end users based on as much "real" data as you can compile. Remember probably 60% of your users (target) are using Internet explorer (IE 6.0.)

Cornpone country, down and dirty, full-on, third world accessibility (low-bandwidth)

These are sites that need to be accessible to the shepherd in the hills of Afghanistan – in other words -the mass market of the global marketplace. (Death to America) These sites load quickly even on a 28.8 modem (most sites no longer target 14.4 modem speeds. Anyone requiring a 14.4K modem speed are probably occupying a small sliver of the net spectrum. Either non-sentient beings or computer geeks who only look at text and or code..... Special technologies, plug-ins and multimedia ... not required... They work on small screens, old browsers and Commodore 52s. Examples include www.google.com...that's about it.

Browser	Connection	Screen Size	Technologies
I.E. 3.x Netscape 3.x AOL 3.x Mosaic (and under)	28.8 modem or less	640 x 480 (true screen size 590 x 420)	None

Low Brow- (Medium Accessibility (medium-bandwidth)

This is the middle ground for most Internet users – specific audiences who are afraid of the computers and don't like to download plugins for fear it will muck up their temperamental baby. The specifics: Newer browsers that include the 3rd generation technology, and support some larger screen size for larger CRT monitors, built-in Flash & some media. These are often consumer sites looking to make an impact w/o excluding the masses. Examples www.apple.com, www.facebook.com probably others but they are a dying breed.

Browser	Connection	Screen Size	Technologies
I.E. 4.x Netscape 4.x AOL 5.x	56.6 modem Cable modem DSL line	800 x 600 (true screen size 760 x 520)	Javascript & DHTML (rollovers), Flash 3.0 & 4.0, Limited video & audio (smaller downloads & smaller viewing screens)

High-bandwidth

Super-sites meant to inspire and entertain – little ahead of the mainstream. These sites highlight the latest and greatest technologies and push the capability of the web. By the time this is published, this information will most likely be outdated, so please check out the website for current samples. Examples : <http://undergrounddads.com/>, <http://citysounds.fm/> <http://www.theleagueofmoveabletype.com/>, <http://www.designspongeonline.com/2009/04/weeders-digest-on-vases-and-vessels.html>, <http://www.ulechang.com/>

Browsers	Connection Speeds ?	Screen Size of Average user?	Technologies Necessary? Support Advantages v Disadvantages
I.E. 5.x - IE ?(latest)			Javascript, DHTML, Quicktime, Flash, realvideo/ realaudio, (bigger downloads, streams and larger viewing screens)
Firefox 3-(later)			
AOL 6.x -(latest)			
Netscape 6.x - (latest)			
Safari 2.0- later			
Camino 2.0-later			

Part III: Expanded Tech-Check (these questions will help to determine larger-scale technology issues which may include high-level programming & back-end needs.)

1. Will you need any of the following? (Check all that apply, and describe briefly)

- Search Engine
- Personalization (log-in/cookie set)
- Registration
- Security Features
- Survey/Voting Tools
- Newsletter Distribution

(please describe in detail below or on attached sheets)

2. Will there be any e-commerce transactions on the site?

- Yes (please describe in detail below or on attached sheets)
- No

3. Will you be using a content management system?

- Yes (please describe in detail below or on attached sheets)
- No

4. Does the site need to integrate with any pre-existing database system? If so, what kind of database is currently being used? (FileMaker, Access, SQL Server, Oracle, etc.)

5. Will you be using any scripts or code that has already been established?

- Yes (please describe in detail below or on attached sheets)
- No
