**Name:** ………………………………….….……………………. **Date:** ……………………..

# Task 1: Website Purposes

1. Match each website purpose on the left with its primary goal/description on the right.

eCommerce

To Provide Information

To Promote Products/Services

To attract and retain visitors through media and interactivity.

To facilitate the online buying and selling of goods/services.

To build brand awareness and generate interest in offerings.

To Provide Entertainment

To disseminate facts, news, and educational content clearly.

1. For each website purpose, list two key characteristics you would expect to see.

**1. eCommerce:**

Characteristic 1: Secure payment gateways.

Characteristic 2: Product catalogues and shopping carts.

**2. To Provide Information:**

Characteristic 1: Well-organised content with clear navigation.

Characteristic 2: Search functionality.

**3. To Promote Products or Services:**

Characteristic 1: Engaging visuals and compelling copywriting.

Characteristic 2: Contact forms or clear calls-to-action (e.g., "Request a Quote").

**4. To Provide Entertainment:**

Characteristic 1: Rich media content (videos, games, music).

Characteristic 2: Interactive elements and social sharing features.

# Task 2: Target Audience - Demographics

1. In your own words, briefly define what a "target audience" is in the context of website development.

A target audience is the specific group of people that a website is primarily designed for.

Understanding their needs, preferences, and characteristics is crucial for creating an effective

and successful website.

1. Complete the sentences about key demographic categories.

1. Different age groups may have varying levels of technological proficiency and preferences for content.

3. A user's geographical location can influence language, cultural references, and legal requirements.

4. The complexity of language and depth of information should align with the user's education level.

1. Consider a website designed to sell educational software for primary school children. In the table below, explain how each demographic category might influence the website's design or content.

|  |  |
| --- | --- |
| Demographic Category | How it influences the website (Design/Content) |
| Age | While primary school children are the users, parents/teachers are the buyers. The design (bright colours, simple interface) should appeal to children, but the content (benefits, curriculum alignment, pricing) must target adults who make purchasing decisions. |
| Income Level | Pricing strategies and promotional offers on the website would be influenced by the typical income level of target families or school budgets. The website might highlight value for money or offer different subscription tiers to cater to diverse financial situations. |
| Location | The website's language would need to be appropriate for the region (e.g., UK English vs. US English). Content might also reference local curriculum standards or offer regional promotions. Legal requirements around data privacy (e.g., GDPR in Europe) would also be a critical consideration based on the target location. |

# Task 3: Target Audience - User Personas

1. What is a user persona, and how does it differ from simply looking at demographics?

A user persona is a fictional, detailed representation of a typical or ideal user of a product or

service, based on research and data. While demographics provide broad statistical

information (like age range or income bracket), a user persona goes much deeper by

including specific behaviours, motivations, goals, pain points, and even a "personality," making

the user feel more real and relatable to designers.

1. List at least five key elements or pieces of information typically included in a user persona.

Name and Photo

Demographics (Age, Occupation, Location)

Bio/Background

Goals

Pain Points/Frustrations

Behaviours

Quote

1. Imagine you are designing a website for a local community sports centre that offers various classes (e.g., yoga, badminton, gym). Create a mini user persona for one potential user of this website. Include:

* A name for your persona.
* Their age and occupation.
* One clear **goal** they would have when visiting the sports centre's website.
* One potential **pain point** or frustration they might encounter.
* A short quote that summarises their attitude towards fitness or finding activities.

**Persona Name:** Sarah "The Organiser" Davies

**Age:** 35

**Occupation:** Marketing Coordinator

**Goal:** Sarah's main goal is to easily find and book an evening yoga class that fits her busy schedule,

ideally with a clear view of instructor availability and class descriptions.

**Pain Point:** She gets frustrated by websites with outdated schedules or unclear booking processes that

require multiple clicks or phone calls to confirm a spot.

**Quote:** "I just need to find a class, book it, and be done. My time is precious!"

1. Explain in a paragraph (approximately 50-70 words) how creating user personas can help website developers create a better User Experience (UX).

Creating user personas helps website developers by fostering empathy for their users, moving

beyond generic assumptions. By understanding a persona's specific goals, motivations, and

pain points, developers can prioritise features and design elements that truly solve user

problems. This leads to more intuitive navigation, relevant content, and overall a more

enjoyable and effective user journey, resulting in a significantly improved User Experience.