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

# Task 1: Website Purposes

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

To attract and retain visitors through media and interactivity.

eCommerce

To Provide Information

To Promote Products/Services

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:

Characteristic 2:

**2. To Provide Information:**

Characteristic 1:

Characteristic 2:

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

Characteristic 1:

Characteristic 2:

**4. To Provide Entertainment:**

Characteristic 1:

Characteristic 2:

# Task 2: Target Audience - Demographics

1. In your own words, briefly define what a "target audience" is in the context of website development.
2. Complete the sentences about key demographic categories.

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

2. A user's geographical \_\_\_\_\_\_\_\_\_\_\_\_ can influence language, cultural references, and legal requirements.

3. The complexity of language and depth of information should align with the user's \_\_\_\_\_\_\_\_\_\_\_\_ 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 | *(Hint: Think about who is using the software vs. who is buying it)* |
| Income Level |  |
| Location |  |

# Task 3: Target Audience - User Personas

1. What is a user persona, and how does it differ from simply looking at demographics?
2. List at least five key elements or pieces of information typically included in a user persona.
3. 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.

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