



用户分析

内容分析

情境分析



Bill

- 52 Years Old
- University Professor of English
- Lives in Bradley Maine
- Married 28 years
- 2 Children (One in college)
- His son, Jeremy is 26 years old and has Down syndrome.

Bill and his wife both work full time. They each make 5 figure incomes that allow them to travel during the holidays with his wife and two kids.

"I need to find the information fast. I have classes to teach."

"The internet is a tool to help find experiences that enrich my life as well as my kids."

Bill uses the web for work and home. He checks his email and administers online classes. He also looks for events and places that the whole family could visit. He is impatient with the internet because his back gets sore if he sits at the computer too long.

Bill feels fine though he has high blood pressure. He eats healthy and tries to exercise at least two or three times a week.

Typical Web Tasks

- Checks email
- Plans holiday trips
- Looks for local events and ways to help Jeremy.

He uses glasses when he reads and surfs the web. He hates sites with small print because they make him feel old.