**Target Audience Analysis:**

* Audience definition: Users are utilizing my site to gain knowledge and hone skill, as well as to purchase products. They will gain new techniques and ideas on how to create and repurpose items for personal gain. They will also be exposed to advertising related to improving their skills. They will be enticed to view the site with tutorials and blogs regarding specific concepts. They will continue to come back to see what new ideas and products have been added. Most typical users will have newer devices such as laptops, smart phones, and tablets. Although additionally some visitors will have older devices due to budget, or location they primarily use their device (ie. Work). The internet speeds will vary as well. The majority will have quicker speeds, however there will also be a smaller demographic with slower speeds due to budget or location.
* Anticipated age of user: 25-55.
* Target gender: Primarily women/moms, and maybe on a smaller scale single dads.
* All education levels will be involved with a focus towards those with some post-secondary education.
* Reading and vocabulary level will be college level for credibility. However, included will be plenty of description and definition for those who are not to that level, or are simply beginners.
* Technical ability will be mostly basic/beginner level. This is to target the older user demographic. Skills necessary to navigate the website would be very simple such as use of forms, email, and basic online shopping. They would have to be able navigate the site using links.
* All operating systems will be accommodated, again to assist with the older user demographic as well as the more frugal user whose technology may be financially limited.
* All browsers will also be utilized to allow for greater usability.
* All connection speeds will be considered when using images and links.
* Resolutions will be 640x480, 1280x720, 1920x1080, will be primarily will be verified to give maximum user experience regardless of the viewing device’s capabilities.
* People will visit this site primarily to get information and ideas. The goal is to attract attention and develop a following that are interested in the topics presented to grow a customer base. With a larger viewing audience, the brand recognition increases as well as overall sales and the price for advertising on the site.