

AUDIENCE ANALYSIS

Yale School of Art

Yale School of Art
Website Design Project

Prepared by:



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POTENTIAL USER GROUP

a listing of all potential users of the website.

- Site admins
- Faculty members
- Students
- Alumni
- Potential student
- Parents of potential students
- General visitors

PRIMARY USER GROUP

For any college, the primary users of the website will naturally include faculty members since they provide information and teach the courses, and then students and potential students who will both be looking for information regarding admissions, financial aid, courses, degrees, etc.

- Faculty members
- Students
- Potential student

PRIMARY USER PERSONA

CHECK PAGE 131 FOR AN EXAMPLE AND INFORMATION ABOUT CREATING A PERSONA