

Visitor Analysis and Persona – Sierra Laney

Horoscope.com

URL:<http://www.horoscope.com/us/horoscopes/general/horoscope-general-daily-today.aspx>

Visitor Analysis

The age of most visitors ranges from teens to young adults. The gender is also predominantly female, we can see this in regards to the add choices, pictures, and colors of the site. Income status is probably lower middle class, since that is what most people fall into. Family status is probably targeted towards single people because they have a dating section and they have love horoscopes.

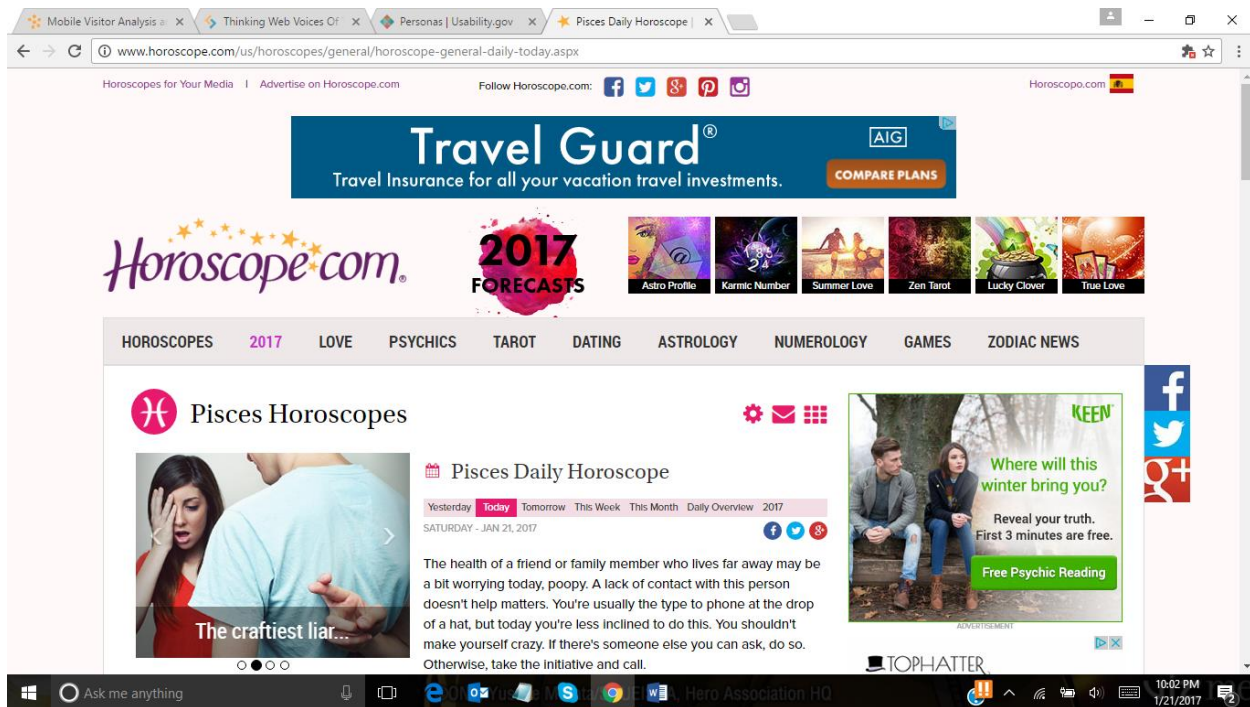
Education levels vary, but this is a good website for those just starting to learn about astrology. The articles they have go into very little depth, the quizzes are also very short, good enough for users to go and waste time on without actually thinking about things. The user is most likely using this site to kill time as they wait for something else to do. The user could be at home, or on the go. When people come to this site, they want to forget about the mundane and have fun.

The site can also help users to learn more about other cultures as well, since there are many other areas horoscope.com explores other than, well, horoscopes. For instance, they have cards, calculators, etc. Many go to this site just for the fortune tellers or the tarot cards. Overall most just come for the horoscopes, the games are just there for people who are extremely bored. There are also articles that can help explain each zodiac sign, which is a good way to start learning about astrology.


The geographic location is probably the “western world”, and other English speaking countries. The location does not really impact the content, only the fact that it is in English. The site can be accessed at any time. The time greatly affects content delivery, because the horoscopes depend on the planets and in what signs they are in, and the aspects they form.

Most are accessing this website via desktop, or other computer device. The mobile version is not as effective at delivering all the site’s content, but it is easy to access their main components. It’s easier to see all the site has to offer when using the desktop version.

Horoscope.com did a good job because the layout is more mobile friendly, and they are more interactive. The site is very entertaining and they always update with new information.



Persona

Persona:	Bored Free-spirited Young Person
Photo:	 <p>(image is not mine)</p>

Fictional Name:	Natalie Jones
Job Title/Major Responsibilities	Barista at Starbucks
Demographics	23 Single No children Bachelor's Degree
Goals and Tasks:	<p>She is very open minded and is concerned about the world. She wants to</p> <ul style="list-style-type: none"> • Heal the planet • Seeks balance in life • Seeks truths • Believe that she is special
Environment:	She is addicted to her machine, despite how many times she claims to be “one with nature”(the real environment). She checks her emails constantly and is always on social media.
Quote:	“ I think I was abducted by aliens...?”