5.4 User Profile

Websites are designed for repeated visits from the users. Personalization allows a site to remember the user identity and other information details, and it presents an individualistic environment to each user.

ASP.NET provides services for personalizing a website to suit a particular client's taste and preference.

Understanding Profiles

ASP.NET personalization service is based on user profile. User profile defines the kind of information about the user that the site needs. For example, name, age, address, date of birth, and phone number.

This information is defined in the web.config file of the application and ASP.NET runtime reads and uses it. This job is done by the personalization providers.

The user profiles obtained from user data is stored in a default database created by ASP.NET. You can create your own database for storing profiles. The profile data definition is stored in the configuration file web.config.