

KNOW YOUR AUDIENCE

Lesson 4

When designing Web pages you must consider who are the possible visitors you may have or the possible readers that may visit your site.

Most sites are built for an audience, with the audience representing any person who will interact with, view, read, navigate, search on, order from, submit to, download from and so on the web site.

Since practically every measurement of a Web site's success involves the audience - hits, sales, click-throughs, customer comments, customer complaints, positive community, etc. - then it makes a great deal of sense to develop a deeper understanding of your audience and use this understanding to design a site that accommodates your audience.



Specific Audience

You can design your Web pages to appeal to a specific audience. This will reduce the number of people who will visit your site, but people who visit will be more likely to return on a regular basis. When designing Web pages for a specific audience, make sure to stick to the overall theme of your pages to maintain the interest of your readers.

Target Audience

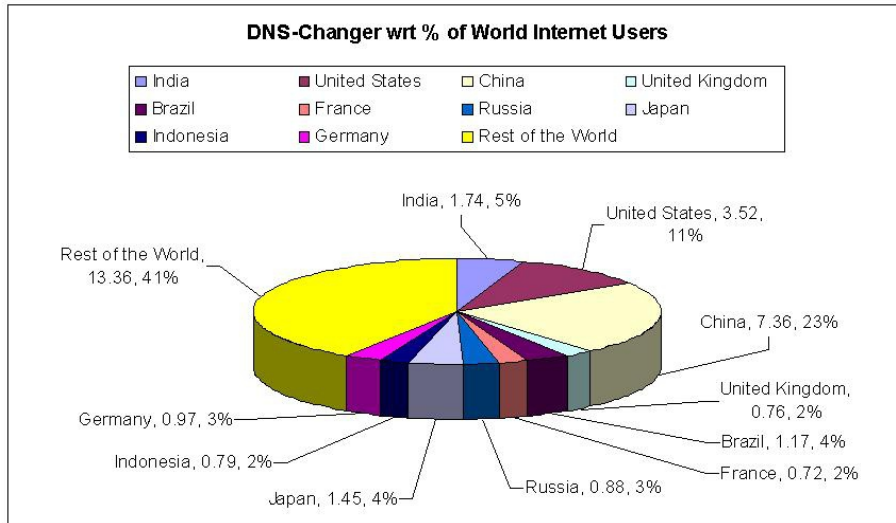


General Audience

You can design your Web page to appeal to a general audience. This will attract many visitors, but most of these people will only visit once. When designing Web pages for a general audience, examine the available statistics about the people who use the Web or the Internet.

Internet Users Statistics

Users of the Internet or the Web all over the world come in groups of age, interest and in trade.



Age

The age group which most likely uses the Internet:

18-34 years old ---- 74%

35-up years old ---- 26%



Gender

A slight difference with respect to gender uses the Web:

Purpose

The most popular reasons for using the Web are browsing, entertainment, research, and work.



Men(18+)--- 50.4%



Women(18+)---49.6%



LABORATORY MANUAL

Lesson 4 Know Your Audience

Part 1 Chapter 3

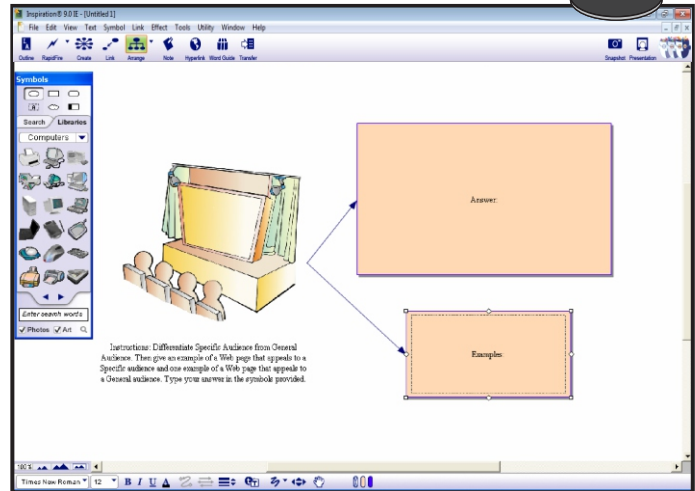
Lab. 4.1 Differences Spot

Estimated Completion time: 15 - 20 Minutes

Directions:

1. Launch **Inspiration**.
2. Open and answer **Lesson 4 Activity 34 Differences Spot**.
3. Differentiate a specific audience from a general audience.
4. Give an example of a web page that appeals to a specific audience and one example of a web page that appeals to a general audience.
5. Double-click to type your answers in the symbols provided.
6. Save the activity as **Differences Spot**.

Preview



Score



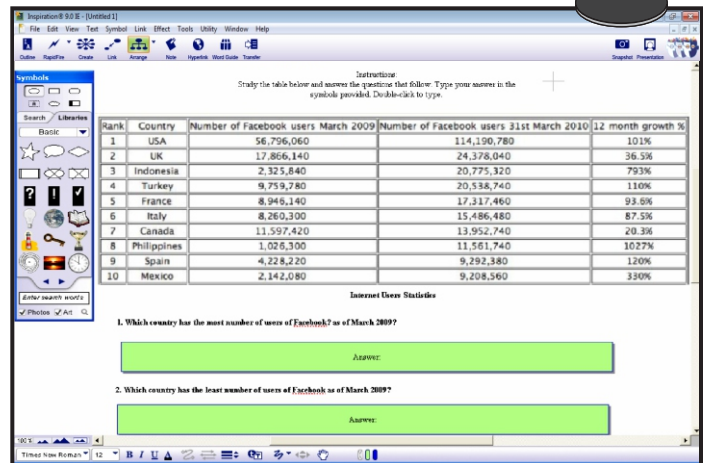
Lab. 4.2 Vital Statistics

Estimated Completion time: 15 - 20 Minutes

Directions:

1. Launch **Inspiration**.
2. Open and answer **Lesson 4 Activity 35 Vital Statistics**.
3. Study the table about the statistics of the Internet users.
4. Answer the questions that follow.
5. Double-click to type your answers in the symbols provided.
6. Save the activity as **VitalStatistics**.

Preview



Score

