

Target Audience & Content Curation

"Where am I? Who are you?

Be aware of your surroundings
and who you're speaking or
pitching to."

- The Art of Self-Branding

Target Audience

- Who does the site represent?
- Who visits the site?
- What do visitors want from the site?

Where am I? Who are you?

Be aware of your surroundings and who you're speaking or pitching to.

- The Art of Self-Branding

**LATEST NEWS**VIZIO LAUNCHES THE VIZIO CO-STAR™ WITH GOOGLE TV GIVING USERS [Read More](#)[Vizio - Consumer electronics](#)

- Who does the site represent?
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- What do visitors want from the site?

VIZIO

Products

Discover

Support

Cart | Login

Search



Home Audio



HDTVs



Personal Computers



Tablet



Stream Players



Accessories

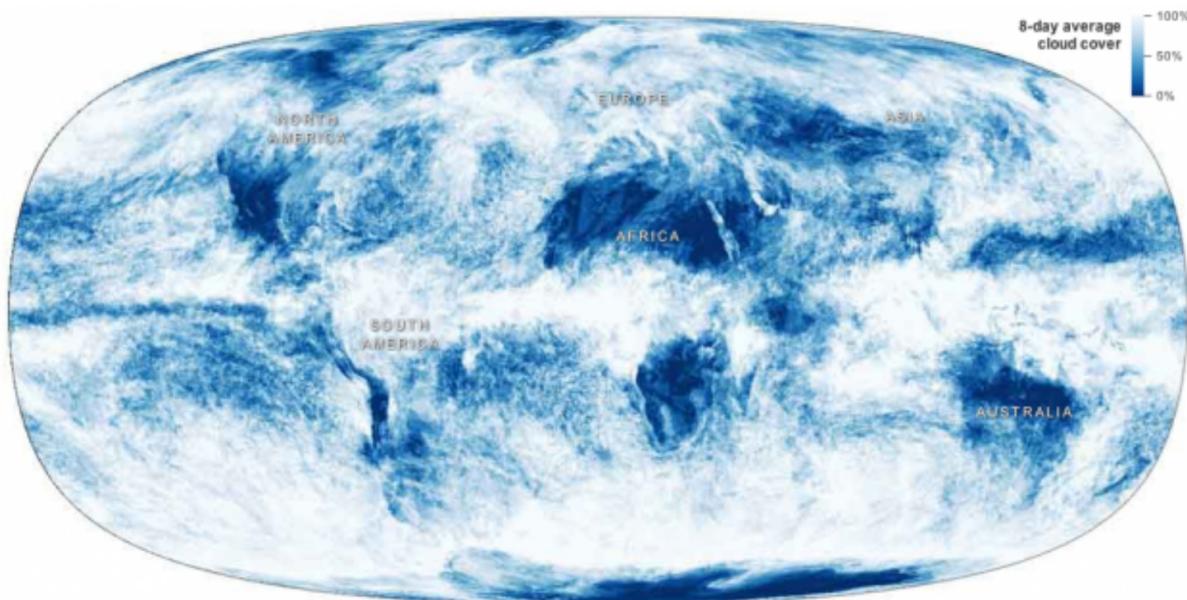
Go Wide

With the CINEMAWIDE™ HDTV with 3D



A year of global cloud coverage

July 6, 2012 to Mapping by Nathan Yau

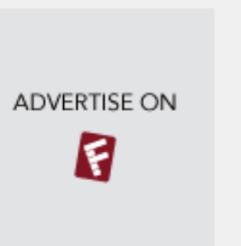
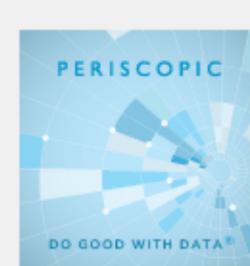
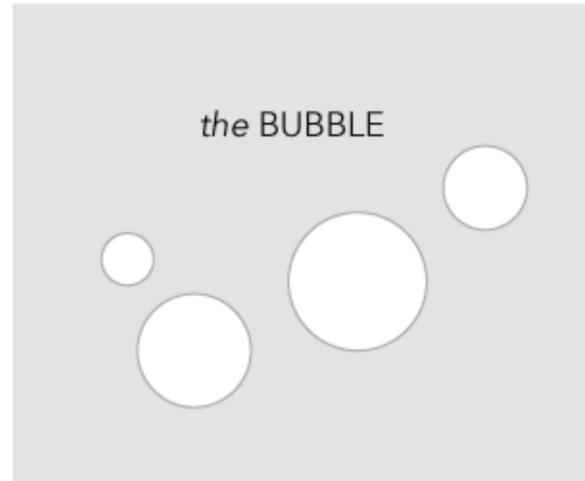


Jonathan Corum for the New York Times [mapped cloud coverage from April 2011 to April 2012](#).

At any moment, about 60 percent of the earth is covered by clouds, which have a huge influence on the climate. An animated map showing a year of cloud cover suggests the outlines of continents because land and ocean features influence cloud patterns.

So if I'm understanding it right, the continent boundaries come straight from the cloud data, [provided by NASA Earth Observations](#). No lines are drawn underneath, which is kinda awesome. [via [@datapointed](#)]

the BUBBLE



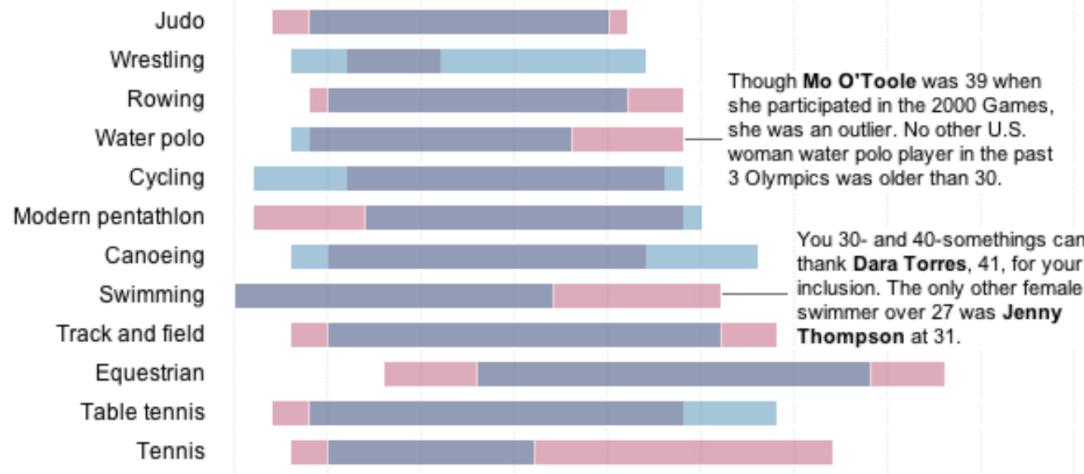
-D PIE CHARTS ARE GOOD FOR.

[Pie versus church mapped](#)

- Who does the site represent?
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Age range of US Olympic athletes, by sport

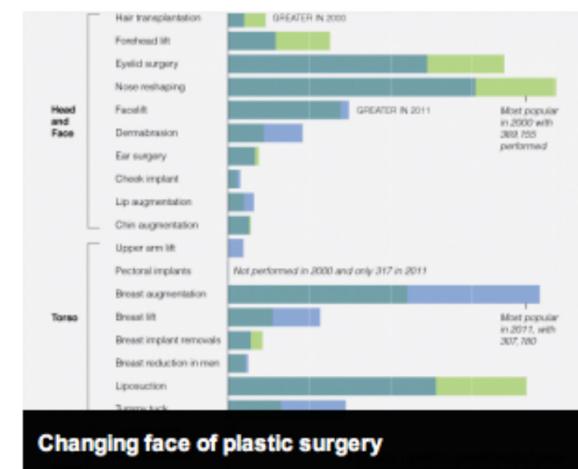
July 5, 2012 to Statistical Visualization by Nathan Yau



The Washington Post has a fun piece that [compares your age to that of Olympic athletes over the past three years](#).

In the past three Summer Olympics, 64 of the U.S. team's 1,707 athletes have been age 40 and older — and they won 23 medals. As we watch 16-year olds compete in the gymnastics events, even the 20-somethings among us look back regretfully and wonder if our glory days have passed. Here, we take a look at which sports skew young and which allow for more longevity. In which events might you still have a chance this summer?

Enter your gender and age, and the chart updates with a slider that shows the events that you still have hope for. I don't know about you, but I'm going for shooting.



Create a Persona

[Name]

is a ...

s/he found this site by...

s/he wants to use this site to...

because...

s/he usually goes to the site when...

s/he likes similar sites like ...

but hates...

because...

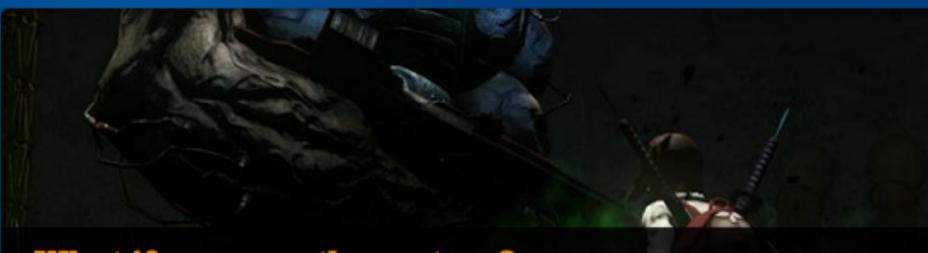
 COMIC ARCHIVE FORUM STORE PATV

PA Presents

PA Scholarship

THE RUSSIAN BEAR
HAS BEGUN TO STIR...

PRINT THE LINE


Preorder Now**What if every myth was true?**The Secret World combines alternate reality with satisfying
gameplay

ShutUp & Sit Down

The PA Report



Paint the Line



Rain-Slick 3



PAX Dev 2012



LATEST COMIC

SUBSCRIBE **Outvoted** Tycho @TychoBrahe Friday, July 6 2012 - 12:01 AM

I'll talk about [Theatrhythm](#) next week, when I can stop playing it long enough for the thoughts to coalesce. Gabriel is similarly enthralled, as [will become clear very shortly](#). I endeavored to be your bulwark in this regard, but if the pen is mightier than the sword, the digital stylus must be an equal amount greater than the pen.

Cryptozoic was in charge of our two "deckbuilding" games, which leverage the deeply inside baseball "Penny Arcade" license, but that wasn't the first thing they asked for. The first thing they asked for was Lookouts.

They seem to think that it has the capacity to be really, really big, which we have always sort of agreed with, even when we came up with it at Arby's. I can distinctly remember that I stopped chewing altogether at one point, and looked at my



[Name]

The screenshot shows the homepage of Penny Arcade. At the top, there are links for PENNY ARCADE, THE PA REPORT, PAX, and THE TRENCHES. Below that is a navigation bar with links for COMIC, ARCHIVE, FORUM, STORE, and PATV. A banner at the top features a cartoon bear and a woman's face with the text "THE RUSSIAN BEAR HAS BEGUN TO STIR...". The main content area has a title "Ionosphere" and a row of navigation icons. Below that is a comic strip where a character says, "This new Spider-Man game is so unrealistic. When I'm swinging across Central Park, what are these webs even sticking to?". To the right of the comic are two images: one of a bird with a sword and another of a hot air balloon. Social media icons for Twitter and Facebook are at the top right, and a "www.penny-arcade.com" link is at the bottom left.

is a ...
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because...

s/he usually goes to the site when...

s/he likes similar sites like ...

but hates...
because...

Your turn

- Who does the site represent?
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**Q: How does the
target audience
change the content
of a website?**

Think about grouping main topics

VIZIO Products Discover Support Cart | Login Search



- QA (Support Q&A)
- CHAT (Chat Support)
- Glossary
- Downloads
- Warranty and Returns

VIZIO Products Discover Support Cart | Login Search



- Picture Quality
- Theater 3D
- VIZIO Internet Apps
- Inside Our Products

Number of pages needed

The screenshot shows the Betty Crocker website. At the top left is the Betty Crocker logo. In the top right, there's a red banner with the text "Get FREE Kitchen-Insider Access Now!" and links for "Sign Up / Log In or Learn More". Next to it is the "Betty's KITCHEN." logo with a stylized 'B'. Below the banner is a search bar with the placeholder "Help me find..." and a dropdown menu set to "Recipe". A magnifying glass icon is on the right of the search bar. The main navigation menu below the search bar includes "Recipes", "Ideas", "How-Tos", "Videos", "Community", "Products", and "Coupons". A yellow banner at the bottom of the menu bar lists "WE RECOMMEND: Snacks | Dinner Made Easy | Birthdays | Betty's Brew House". On the far left, a vertical sidebar has a "FOLLOW BETTY" heading and icons for Facebook, YouTube, Twitter, RSS, and Pinterest.



WHAT'S COOKING



TARTINE BAKERY & CAFE

MENUS & ORDERING BREAD CHEFS PRESS CONTACT BAR TARTINE COOKBOOKS



Outline the content of your site

Products

Evernote
Skitch
Penultimate
Evernote Web Clipper
Evernote Hello
Evernote Food
Evernote Clearly
Evernote Peek
The Trunk

About

Company Info
Careers
Contact
Store
Trademark
Terms Of Service
Privacy Policy

Support

Support Home
Knowledge Base
Forum

Premium

For Individuals
For Schools
Group Discounts

Community

Blog
Twitter
Facebook
Video
Ambassadors
Developers

...becomes a site map

Review

- Target Audience
- Personas
- Grouping content
- Pages needed
- Content outline