Site Analysis Questionnaire

WHO (IS THE TARGET USER?)
- Design firms and other clients looking to hire a designer
- People interested in seeing what is out there and students
- From the western civilization
- 18-70
- From big cities, where everybody has or have easily access to a computer
- Most of them will view my site from a apple product, either it is a Macbook, iPad or iPhone.
- They will have a relatively fast Internet access.

WHO (DOES THE SITE REPRESENT?)
- The site will represent me.
- The competitors are other young graphic and web designers. I will be different from competitors because of my design style.

WHAT (IS THE PURPOSE OF THE SITE?)
- The site is about me, and will contain my design work, bio and contact information.
- Links to twitter

WHERE (DOES THIS SITE FIT IN?)
- The visitor will be design firms, prospective clients, students and people interested in design. The site can be linked from design blogs such as thedieline.com, or written about in printed magazines like wallpaper.
- After the user leaves the site they will go on and look at other similar sites.

WHEN (IS THE SITE ACCESSED?)
- The site will be updates every few months. When I have something new to show people, like after a semester.
- Users will visit the site when they hear about me, and wants to look at my work. They will revisit the site between 3-8 times every year, when I update the site. When visiting they will stay between 2-10 minutes.

WHY (DOES THIS SITE EXIST?)
- The site is primarily a portfolio of my work. The main goal is to get my name out there and for it to be recognizes. It is also a medium for me to get hired either from a design firm or a client.

HOW (DOES THE SITE ACHIEVE ITS GOALS?)
- Because this is a site where I can show my design to people and future employees, the site will not generate direct income. However, if the site helps me get a job, it will give me an income.
- The sites purpose is to show my work in the best way. Therefore the visual and interactive experience needs to be modest and easy. Less is more.
- The site structure needs to be easy and logical, but not boring. All information will be categorized, so the user quickly can navigate around the site.