# User Analysis

User Characteristic

1. Learning style
   * According to our research, our target customer should be Do-then-read learning style.
2. Tool preferences
   * Our target customer is student of IVE, that means they are good at computer knowledge. They know all function of web page. For example, the drop-down menus, popup windows and search.
   * We do not have keyboard shortcut in our online website, it is because we already collect the opinions of student. The online survey is “Do you prefer use mouse or keyboard while browsing an online web store?”. The most student prefer mouse because it can recognize to surfing the website.
   * For most of teenager (our target customer), they like simple effect while browsing the website. That make the site more interesting.
   * For most of teenager, they like a website with many icon and image. Therefore, we would put a lot of image to attract their attention
3. Physical differences
   * Most of our target customer is used to wear glasses, so the font size of our website should be large. More easy to read for a long time.
4. Cultural differences
   * Most of our customer is sub-degree level of education, so they can read English.
5. Knowledge of job & Application familiarity
   * Our website is used at home for recreation and purchase. The aim is to sell our computer accessories.
   * Our target customer is computer expert and sub-degree level student; they can read the specialized vocabulary. “Stars”, “Sing in”, “Sing up”
6. Primary and secondary users
   * Primary user is our staff
   * Secondary user is our customer

Techniques for observing and listening to users

In our case, we use online surveys to collect the customer opinions. It is because out target customer is student and up to hundred teenagers, so online surveys should be the most suitable way to observing and listening to users.

Environment Analysis

Our customer will use our web store in desktop computer, it is general to browse a web site and buy somethings on the web, so our website is a normal website.

Recruiting Users

We test our website with our classmate and provide them a canteen coupon. They think our website is a good at HCI website.