

RICH ARTZ LOGOS

USER TASK ANALYSIS

RICHARTZ

Roger Richards

2012

3001 MERCER UNIVERSITY DR. ATL,GA 30341

User / Task Analysis Sample Questions:

Describe the organization: Is it a community, e.g. slashdot.org, a

business, a non-profit group, etc. What are its goals and objectives and what services does it provide.

Answer: This website is a business website (profit group). The goal of this website is to create a large enough customer base for providing marketing logos. As an upcoming design and development company, I am trying to provide an affordable, unique business solutions for clients. In doing so, I will provide the highest quality in the market and guarantee their satisfaction to the product.

Describe the projected user community. What are their demographics: age?

Sex?, education levels, computer literacy, interests, etc.

Answer: The projected user community should consist of sexes, males and females. Also, the genre is aimed more towards the business community for the elite competency.

What are the users trying to learn and/or accomplish at the web site?

Answer: The users will be trying to buy logos for their personal use.

What are their goals and objectives. How will they accomplish these?

Answer: By utilizing my business, users will be able to better their business by reputation and representation from the logos.

What tasks do they have and what actions will they take to accomplish these?

Answer: These users have the task of either buying a logo template or using our “create logo” service to help build their business in the corporate world.