User profile

Worksheet

Activity:

User profiles describe the key characteristics of the target audience for your new system. Be as specific as possible: it is much harder to design for the general public than for a particular group with clearly defined needs. Think of the situations they face that pose interesting design problems.

Re-read your interviews. Select a specific subgroup of users: What is their profession? Age range? What are relevant activities that led to breakdowns that would be interesting to address? Summarize the characteristics of this subgroup of users.

User Profile					
Group		Project		Date	
Describe the key characteristics of your target users. Be as specific as possible.					