



Name: George Vance

Quote: "I don't spend much time on the Internet so I still have trouble finding the information I need."

Description: George uses the Internet when he needs to find information he can't find elsewhere. He also uses it to catch up on important news but usually prints out the pages since he doesn't enjoy reading a lot of text online.

Age: 68

Occupation: Semi-retired teacher

Education: College degree

Family: Wife, Mary (66), and a grown son, Tom (38)

Income: \$65,000

Technical Profile:

- Preferred operation system: PC
- Preferred browser: Internet Explorer
- Internet skill level: Beginner
- Internet use (hrs/week): 3-5 hours

Favorite Sites:

1. <http://chronicle.com/>
2. <http://www.aldaily.com/>
3. [www.amazon.com](http://www.amazon.com)

**What does the user want/need?**

Top 3 User Goals on the site:

1. Easy to find what I need
2. Ability to scan text easily or print content out
3. I don't like distracting animations on a site

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**What does your client (Moma) want/need?**

Top 3 Business Objectives:

1. Encourage membership
  2. Ability to edit/add/delete web content easily
  3. To use existing content (text and images) on the site
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