



Name: Heather Adams

Quote: "I look for websites that not only have great content but that look good and are visually enjoyable to visit."

Description: Heather is on the Internet at work and at home. She uses it for most everything in her life. She expects a site to have useful content and be great looking with a well-designed interface.

Age: 29

Occupation: Designer

Education: College degree

Family: Single, no children

Income: \$37,000

---

#### Technical Profile:

- Preferred operation system: Mac
- Preferred browser: Safari
- Internet skill level: Advanced
- Internet use (hrs/week): 40+

#### Favorite Sites:

1. [www.webdesignerdepot.com](http://www.webdesignerdepot.com)
  2. <http://ilovetypography.com>
  3. [www.uppercasegallery.ca/](http://www.uppercasegallery.ca/)
- 

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

##### Top 3 User Goals on the site:

1. Great looking site
  2. Interesting interface
  3. Content that is useful to me. I don't want to wade through a lot of content.
- 

#### What does your client 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