



Name: Theresa Lowell

Quote: "I don't have much time so I like websites that are easy to navigate and where I can find what I need fast."

Description: Theresa uses the Internet to help make life easier and to help find information for her kids and for her Ad sales job. Ease-of-use is the most important feature for Theresa.

Age: 37

Occupation: Stay-at-home mother,
Part-time Advertising Sales

Education: Some college

Family: Husband, two kids—Sophia (5)
and Charlie (3)

Income: Household income \$80,000

Technical Profile:

- Preferred operation system: PC
- Preferred browser: Firefox
- Internet skill level: Intermediate
- Internet use (hrs/week): 15-20 hrs

Favorite Sites:

1. www.oprah.com
 2. www.adweek.com
 3. www.epicurious.com
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What does the user want/need?

Top 3 User Goals on the site:

1. Ease-of-use
 2. Resources for my kids
 3. Reminders of kid activities and important exhibits.
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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