Audience Identification

AGCJ 407: Web Authoring in Agricultural Communications

Overview

- Questions to ask when considering “who” will be the primary audience viewing your Web site.
- Critical analysis of a Web site.
- Identification of Web users’ habits.

Questions to Ask

- Who is the current audience for your Web site?
- How would the audience benefit from and appreciate having access to your information via the Web?
- What future audiences might impact the design of your site? Why/How?

Site Model: Disney Online

http://www.disney.com

Site Model (cont.)

- Who is the current audience?
  - Children
    - Cartoons
    - Colorful pictures
    - Cast of characters
  - Parents
    - Content
    - Security
  - Schools
Site Model (cont.)

- How would the audience benefit from and appreciate information on this site?

Site Model (cont.)

- Future audiences?
  - Grandparents
  - Schools
  - Corporations

User Habits

- Web users scan Web pages for information they seek, therefore use "scannable" text:
  - Highlighted keywords
  - Meaningful sub-headings
  - Bulleted lists
  - One idea per paragraph
  - One-half the word count (or less) than conventional writing

User Habits (cont.)

- Users seek Web site credibility.
  - Credibility can be increased by:
    - High-quality graphics
    - Good "descriptive" writing
    - Links to other sites (shows authors have done their homework; not afraid to let users visit other sites)
  - Born on dates
    - Show date stamp of initial post or update

User Habits (cont.)

- Most Web users detest promotional writing styles.
  - "Hottest ever"
  - "Greatest site!"
- Credibility suffers when users see
  - Exaggerations
  - Unrealistic claims