

# Quick-and-Easy Customer Profile

Spend 1-2 hours with a colleague completing this questionnaire. The results will help you identify the target customers and goals of this website.

## Webpage Name & URL: USA.gov

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| <p><b>Who are your customers?</b></p> <p><b>Customer types:</b></p> <p>a) Citizens: 45%</p> <p>b) Government: 20%</p> <p>c) Non-US Visitors: 20% :</p> <p>Domestic Customers 75%</p> <p>Repeat Customers 66% - First time Customers ~ 20%</p> <p>Monthly or more frequent customers 25%+</p>  |
| <p><b>Estimate how many per month of each type:</b></p> <p>a) 2,500,000 (Total customers, including robots, July 2007: 5,588,696)</p> <p>b) 1,100,000</p> <p>c) 1,100,000</p> <p>d) 800,000</p>   |
| <p><b>What are their primary tasks:</b></p> <p><b>A-Z list of Government Agencies</b> (only maintained, list government , except for GPO list)</p> <ul style="list-style-type: none"><li>• Find government agencies</li><li>• Tasks focus on "S", "C", and "D"<ul style="list-style-type: none"><li>○ S: US State Home Pages - 90%, and Social Security Administration - 10%</li><li>○ C: Congress (contact elected official) - 40%; Citizen Immigration Services - 20%; Cities, Counties and Towns - 20%; California - 10%; and Census Bureau - 10%</li><li>○ D: Defense (tasks) and "Department of ..." ? (need more data)</li></ul></li></ul> <p><b>Government Auctions</b> (2<sup>nd</sup> most popular external link):</p> <ul style="list-style-type: none"><li>• Buy government-owner single-family home to live in or resell</li><li>• Buy government-owned mobile homes and cars</li></ul> <p><b>Jobs and Education</b> (most popular external link):</p> <ul style="list-style-type: none"><li>• Apply for government jobs</li><li>• Find funds for college</li><li>• Find education &amp; training (task?)</li><li>• Resolve workplace issues? (task?)</li></ul> <p><b>Benefits and Grants</b></p> <ul style="list-style-type: none"><li>• Gov Sales and Auctions - 35%</li><li>• Government Jobs - 20%</li><li>• Government Online Services - 15%</li><li>• Government Money Owed - 14%</li><li>• Grants.gov - 10%</li><li>• Other popular tasks: , ,</li></ul> <p><b>Passports, Immigration, Visas</b> (3<sup>rd</sup> most popular external link)</p> <ul style="list-style-type: none"><li>• Apply for a passport</li><li>• Research immigration laws and regulations</li><li>• Find the best deal on gas prices</li></ul> |

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| <p><b>Which is your <i>primary</i> customer type? (Estimated numbers of customers X task complexity)</b> Citizens</p>   |
| <p><b>Do you meet with this customer regularly at meetings, conferences, etc.? List where.</b><br/>         Could find them at public service events, focus groups (MITRE/USA Services), public libraries, transportation hubs, shopping centers.</p>   |
| <p><b>Staff level/GS grade/Income group:</b> Solid Middle-class 75%; Working Poor-20%; Affluent 5%; Working or retired %?</p>   |
| <p><b>Typical job titles:</b> N/A</p>   |
| <p><b>Look again at your website.</b> Does it address your primary customer and tasks?</p>  |
| <p><b>Observations and Recommendations</b></p> <ul style="list-style-type: none"> <li>+ "Get it Done Online" box includes four of the top tasks; gets lots of traffic</li> <li>- Looks like a banner ad; often overlooked during usability studies</li> <li>- A-Z List is positioned lower right, hidden position (known problem)</li> <li>? How many customers are searchers vs browsers? (Need data; Search has different customer survey)</li> <li>- Site may need greater "stickiness" &amp; scent of information (current avg. pages viewed: 1-2)</li> </ul> |
| <p><b>Webpage statistics for July 2007</b><br/>         Top Page Visited Pages: A-Z Index; Government Auctions; Jobs &amp; Ed; Gov Grants<br/>         Top Related Search Terms: Passports, Grants, Immigration, Auctions, Patents</p>  |
| <p><b>List your website goals:</b> e.g., fewer help desk calls; more applications made online instead of paper or fax. Note what source you'll use to measure your goals (e.g., productivity reports)</p> <ul style="list-style-type: none"> <li>- More repeat visitors ( )</li> <li>- Higher customer satisfaction scores (current: 71-76% on ACSI customer survey)</li> <li>- Alternative customer satisfaction survey</li> <li>- Greater site "stickiness". Cnumber of pages viewed per visit,; ito 2-3 - (Webtrends)</li> </ul>                               |
| <p><b>Related Intranet website/URL:</b> None</p>  |
| <p><b>Competitive websites:</b> <a href="http://www.google.com/ig/usgov">http://www.google.com/ig/usgov</a>; google.com; yahoo.com</p>  |
| <p><b>Customer Mini-Persona</b><br/>         Name/Title: Zig (Federal researcher); Natalia (student loan seeker); Mike (seeker)</p>   |
| <p>search engine i</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Zig</p> </div> <div style="text-align: center;">  <p>Natalia</p> </div> <div style="text-align: center;">  <p>Mike</p> </div> </div>                     |
| <p><b>Drives what type of car:</b> <b>Zig:</b> Silver 2003 Ford Taurus; <b>Natalia:</b> Borrows her mother's Red 1998 Toyota Corolla; <b>Mike:</b> Black 2006 Volkswagon Jetta</p>  |