


## Quick-and-Easy Customer Profile

Spend an hour with a colleague completing this questionnaire. The results will help you identify the target customers and goals of this website.

**Webpage Name & URL: [www.fema.gov](http://www.fema.gov)**

<b>Who are your customers?</b>
Customer types: a) Homeowners/Home buyers in flood zones b) Emergency Personnel c) Elementary school kids d) Builders e) Trailer Buyers/Resellers
Estimate how many customers of each type: a) 30% Property Owners or Buyers b) 15% Emergency Personnel c) 15% Elementary school kids d) 5% Builders e) 5% Claims Adjusters f) 5% Insurance Agents g) 5% Appraisers h) 5% Surveyors/Engineers i) 5% Other (contractors? Disaster-related) j) 5% Disaster Victims (or helpers) (Seasonal) k) 5% Job Seekers
What are their primary tasks: a) Buy flood insurance Determine what kind of flood insurance I need (view/order flood maps) Change their flood zone Prepare property for flooding (mitigation)  b) Register and take training (online and classroom training) (NIMS and IS)  c) Writing reports on natural disasters Playing disaster games  d) Downloading or ordering Guides, Bulletins, Manuals, and/or other FEMA Publications.  e) Buy a used FEMA travel trailer
<b>Which is your <i>primary</i> customer type? (Estimated numbers of customers X task complexity)</b> Property Owners (these groups also have the most complex questions – answers span information on multiple pages or need live assistance)

<p>Do you meet with this customer regularly at meetings, conferences, etc.? List where.</p> <p>Web team – No</p> <p>Mitigation – Customer service meets with people at Home Depot's, Lowes</p> <p>Disaster Assistance – staff attends town halls</p> <p>Emergency Management Institute - ?</p> <p>NIMS – workshop, stakeholder meetings</p>
<p>Staff level or GS grade: (This is for Property Owners)</p> <p>60% Lower – Middle Class</p> <p>30% Solid Middle Class</p> <p>10% Affluent</p>
<p>Typical job titles: (This is for Emergency Personnel)</p> <p>Emergency Medical Technicians</p> <p>Firefighters</p> <p>Emergency Managers and Staff</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> <p>Flood Insurance stuff is over to the middle right on homepage – may not be obvious to customers (F or Z eye tracking)</p> <p>Banner blindness might bleed over to the right</p> <p>Training is not very prominent – considering it's number 2 customers</p> <p>List of most downloaded publications on the homepage?</p> <p>Examine traffic – are people going to the pages they are expected to for builders group.</p> <p>Travel Trailers is in a good place on homepage</p> <p>Jobs – was supposed to be on homepage under Quick Links</p>
<p><b>Webpage statistics for [month, year]</b></p> <p>Top Page Visits:</p> <p><a href="http://www.fema.gov/career/index.jsp">http://www.fema.gov/career/index.jsp</a></p> <p><a href="http://www.fema.gov/assistance/index.shtm">http://www.fema.gov/assistance/index.shtm</a></p> <p><a href="http://www.fema.gov/emergency/index.shtm">http://www.fema.gov/emergency/index.shtm</a></p> <p><a href="http://www.fema.gov/hazard/index.shtm">http://www.fema.gov/hazard/index.shtm</a></p> <p><b>Top Related Search Terms:</b></p> <p><b>Internal:</b></p> <p>Flood</p> <p>NIMS/ICS</p> <p>Training/IS</p> <p>Maps</p> <p>Trailers</p> <p><b>External:</b></p> <p>FEMA</p> <p>Hurricane Names</p> <p>FEMA.gov</p> <p>Hurricanes</p> <p>NIMS</p> <p>FEMA Jobs</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>• Fewer e-mails and calls trying to locate information on the site (monitor e-mail and phone logs).</li> <li>• Improve ability to locate flood-related information. (monitor e-mail, phone, web metric, and call center logs and reports)</li> </ul>
<p><b>Related Intranet website/URL:</b> Online.fema.net / National Hurricane Center /</p>
<p><b>Customer Mini-Persona</b></p>
<p>Name/Title: Andrea (Homeowner)</p>
<p>Photo: (Choose a name, go to Google Images, select an image with that name, adjust name query as needed; don't spend more than 5 minutes on this!)</p> 
<p>Drives what type of car: 2002 Volvo C70 coupe</p>