

Quick-and-Easy Customer Profile

This questionnaire will help you identify target customers and goals of this web page.

Webpage Name & URL: Usability Resources

http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_OVERVIEW&contentId=22392&noc=T

Who are your customers?

Primary: Government web managers and web content managers who want to know more about usability

Customer types:

- a) Web and content managers in government
- b) Government contractors who provide usability services to the government
- c) Usability specialists/analysts, government and non-government

How many customers of each type:

- a) 100,000 +
- b) 2,000+
- c) Less than <500

What are their primary tasks:

- a) Web and content managers in government
 - o Write a Statement of Work (SOW) for usability contract
 - o Prepare for doing usability studies
 - o Answer usability questions
 - o Sign up for a Web Manager University course
 - o Sign up for U-Group listserv
- b) Government usability contractors
 - Same as A
- c) Usability specialists/analysts, government and non-gov.
 - o Research and write government usability contracts and SOWs
 - o Prepare for doing usability studies

Which is your *primary* customer type?

- b) Government Web and content managers (numbers x complexity)

Do you meet with this customer regularly at meetings, conferences, etc.?

Yes. GSA staff meetings and project meetings; UPA meetings, Usability Task Group meetings, WMU courses, Web Managers workshops and conference calls; Forum listserv

Staff level or GS grade: GS 11 through GS 14

Job titles: Sr. Web Editor, web publisher, content managers, web managers, usability specialist

Observations and Recommendations

-- Add a tagline to explain the page

- Add government to page title/header (Explore how your page come up in Google?)
- Add keywords (Carolyn will get and send to Nicole)
- Bullet items at top of page; add bookmarks on page
- Add brief intro sentence(s)
- Punch up link titles for maximum appeal to primary customers
- Revise text to highlight tasks, reduce text length, and address primary customers
- Add bullets to tasks
- Revise for Plain Language (simple words, remove jargon, etc.)

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Government Usability Resources

Webpage statistics for Jan-July 2007

789 Page Views; 570 Visits

[Have not yet received top related search terms]

Webpage goals: e.g., more services sold, fewer help desk calls/email messages
Include metrics source

Increases in people:

Taking web content manager's training (course survey reports)

More on U-Group listserv (U-Group roster)

Buy Guidelines book (GPO Bookstore sales report)

Find and join the website usability communities (?)

Use the UTE testing software (GSA Usability Survey; UTE sales)

Teach value of usability analysis and testing (Usability.gov & Webcontent.gov page views)

(add metrics)

Related Intranet Insite.gov page name/URL: ____

The shortcut to this page is www.gsa.gov/usability

Optional Customer Persona

Name: Rebecca, Government Web Manager

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!)



Drives what type of car: Blue Toyota Prius (2006)