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: Webcontent.gov

Who are your customers?
Customer types: a)   Government Web managers and specialists. b)   Government Web content providers (such as accountants, budget specialists, paralegals) c)   Government Writer-editors d)   Government Public Affairs specialists e)   Government IT specialists
Estimate how many customers of each type: a)   6,500 b)   5,000 c)   7,000 d)   6,000 e)   3,000

What are their primary tasks:
a) Validate that their website is meeting federal requirements.
     Researching social media to include it on their websites.
     Improve specific features on website based upon best practices.
     Register self or staff for Web Manager University training.
 	
b) Educate myself on requirements so I can complete web content writing task.
     Get answers on unfamiliar web terms.
     Learn techniques for web writing.
 	
c) Same as b.
d) Same as c.

Which is your *primary* customer type? (Estimated numbers of customers X task complexity) Web managers and content specialists
Do you meet with this customer regularly at meetings, conferences, etc.? List where. Forum calls, listserv correspondence, toolkit correspondence, WMU training, Government Web Managers Workshop, colleagues.
Staff level or GS grade: GS 12 thru GS 15
Typical job titles: Web manager, content specialist, IT specialist,
Look again at your website. Does it address your primary customer and tasks?

Observations and Recommendations
Requirements, Best Practices, Technology correctly placed, WMU training needs more permanent, prominent positioning. Needs it on link to track properly in metrics.

Tools for secondary users needs enhancement (Such as search, A-Z topics, and maybe a site map.
Easy to find answers to quick questions.

Webpage statistics for August 2007

Top Page Views: 1) Social Media, 2) Regulations, Laws, and Best Practices, 3) Usability, and 4) Managing Content. We don't have stats for WMU!

Top Related Search Terms: Majority of terms seem to be WMU related but because of the information architecture of the website, its difficult to validate top search terms.

List your website goals: 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)

- Provide reference support to government web professionals: 90% web professionals

- Market WMU training to the web community. Increase the number by 20-25% the number of web professionals taking WMU training (Customers 1 and 2) from previous year.

- Provide network for government web community. Increase the number of listserv participants by 15% of current year's enrollment, increase the average number of participants on monthly forum calls by 15% each year.

Related Intranet website/URL: None
Website competitors by task:
WMU Training: EEI Communications, Reagan Communications GW Univer, USDA Graduate School
Web Regulations: OMB
Social Media
Overall: WebMasterWorld (www.webmasterworld.com) +?

Customer Mini-Persona:
Name/Title: Chris M, Web Publishing Specialist GS-13
Photo: (Choose a name, go to search engine 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: Honda Accord 2003, Dark Red, 4 dr