

USER ANALYSIS



STUDY CONDUCTOR:

Tammy Hotchkiss

User Analysis

Project: PORTFOLIO WEBSITE

AUDIENCE

The target audience will be professionals in the admissions department of the various colleges which the student has applied as well as professors and teachers who may be on the board during the decision making process to admit the student to the college. The other potential audience will be human resource individuals and management staff who may be on the board during the decision making process of hiring this student where this student has recently applied. Among these are: human resources clerk, first level supervision, second level supervision, vice president of company, CEO, financial aide administration, admissions clerk, dean of admissions, professors, program coordinators, or President of the college.

EDUCATION LEVEL

The audience will have a minimum of a high school diploma. The majority of the visitors of this site will most likely have a college background with a Masters or PHD level of education. All parties are expected to have a higher level of education background in the area of study for a graphic designer and have experience or knowledge of the expectations in this field of study.



AGE

The age of the user is expected to be in the range of 35-65 years of age.



SKILLS SOUGHT

Expertise with computer software such as Adobe CS6 Photoshop, Illustrator, and InDesign. Artistic ability aesthetic decisions/techniques employed apply to the intended concept. Portfolios should be specific and represent the artist's best work, presented as professionally as possible. It is important that it demonstrates the artist's interests in and aptitudes for advanced study or employment in graphic design presenting graphic design as a problem-solving methodology that is not reliant upon the page decoration but more on how aesthetic the technique conveys the intended conceptual design. Typography will play an important role in the determination of the artist's ability to create competent representations of their ability and demonstrate a high level of craft.