


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: www.consumeraction.gov

<p>Who are your customers?</p> <p>Customer types:</p> <p>a) Consumer with consumer problems, 95% domestic, 73% first-time b) Teachers c) Consumer Affairs Specialists d) Other?? (Credit counselors? Businesses?)</p>
<p>Estimate how many visitors per month of each type:</p> <p>a) 56,000 b) 3,700 c) 3,700 d) 11,000</p> <p>Total Monthly Traffic: 75,000</p>
<p>What are their primary tasks:</p> <p>a) Filing a complaint Ordering a Handbook Finding Contact Information for state and local agencies (Attorney Generals, Insurance, Banking), BBBs, Corporation Consumer Offices, Consumer Organization (nonprofit), Federal Consumer Offices Viewing PDF Chapters of Handbook: Cars, state and local. Corporate</p> <p>b) Ordering Handbooks (Bulk Orders) Print and use lesson plans Research Consumer Action</p> <p>c) Ordering Handbooks (Bulk Orders) Finding state and local consumer offices and BBBs</p> <p>d) Corporate Consumer Office: updating directory listings? Credit Counselor: Ordering Bulk Copies?</p>
<p>Which is your <i>primary</i> customer type? (Estimated numbers of customers X task complexity)</p> <p>Consumer with consumer problems</p>
<p>Do you meet with this customer regularly at meetings, conferences, etc.? List where.</p> <p>Biennial focus groups, consumer specialist conference, Congressional staffer conferences</p>
<p>Staff level / GS grade / Income group: Consumers: 60% working, 35% middle, 5% affluent Teachers: ?? Consumer Specialists: 7-14</p>

Typical job titles:
Look again at your website. Does it address your primary customer and tasks?
Observations and Recommendations Glossary? Why are folks searching for Consumer Action Handbook? Order/View—Do they not see the word Handbook? Handbook Order Form, View Handbook Re-order Specific Audiences according to most popular More metrics: Lesson plan use? Make Bulk Copy Order Form more visible Sequence top menu bar in the order of task popularity Make Consumer Topics sound more task oriented “Research Consumer Issues” Consider Renaming Menus—i.e., Consumer Topics, Resource Directory
Webpage statistics for [month, year] Top Visited Pages: Sample Complaint Letter, Handbook Order Form, BBBs, State and local consumer offices, state insurance regulators, view Handbook Top Related Search Terms: complaint letter, homeowners insurance, identity theft, auto insurance, BBB, telemarketing, consumidor
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)
Try to design the site to encourage product research before purchase—are those pages moving up on the top pages lists More online Handbook Orders/bulk orders Increase the number of consumers who successfully resolve consumer complaints with the information on our site (interagency opportunities?) (pilot) Empowering consumers by breaking the task into simple steps (ACSI Survey open-ended) (pilot)
Related Intranet website/URL: Competitive websites: consumeraction.org, consumer.gov, ftc.gov, consumerreports.com, consumerworld.org
Customer Mini-Persona
Name/Title: Jeff
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: 2005 Ford F150, dark blue