

# Identify Target Audiences

The starting point in identifying the target audience (singular) would be "all our users". As our users range from *neophyte* to *very-IT-literate* we can immediately identify one problem: *at what technical level do we pitch any given page?* - Unknown User (ccsdc)

## Who is the website for?

- prospective students?
- students
- lecturers
- admin personnel
- visiting staff
- who else?

## What is the frequency of visits by different user groups (use of dhcp, IP, etc.)

## Which sectors of the University use it?

## Where are users based?

## Which pages would we guess are the most popular?

## Which are our most popular pages (web stats)?

## When in the year are they most heavily used?

## Do helpdesk produce alternative guides?

## What are the most frequently asked questions at helpdesk?

## Are we trying to reduce helpdesk load by improving the website?

## What requests do we get to web-support (or other RT queues) which could be dealt with by the website?

## What are the most frequent search terms?

## Where are those searches coming from? (dhcp, ip, etc.)

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## Next steps

- Identify use cases for target audiences - which sections of our audience are using which pages?
- [Identify Types Of Content On BUCS Website](#)