

Section A: Project Survey

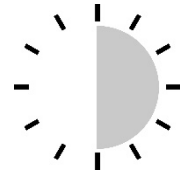
Module A3: Who is the project designed for?

Overview

You likely have an audience in mind for your web-based project. Understanding that audience and their needs will help you make decisions about your sustainability priorities.

Activity

Spend 5 minutes writing down each of your imagined user groups on individual post-its or index cards, employing the following questions as prompts for description:



30-45 min

- Who do you imagine using your project?
- Why do you imagine they use it? What needs do they have?
- What do you imagine they get out of it?

Once this is completed, spend an additional 5 minutes doing the same exercise for your *known* user communities. **Note:** you definitely have at least one, the project team itself!

- Who uses your project?
- Why do they use it? What needs do they have?
- What do you imagine they get out of it?

Using the cards and post-its you've made as springboards for analysis, take a few minutes to sort through and arrange cards in logical groups. Come to a consensus (if applicable) about who your imagined and actual users communities are, and then decide together what needs they have of your project, and how your project satisfies those needs. You can have many user communities, but keep in mind you'll want to ensure you can support their needs sustainably (You'll work more on what this decision implies in Module A4). If you like, feel free to use the table on the back of this worksheet to consolidate your findings.

Prompts for Discussion

- If you have chosen the "general public" for any of these user communities, could you be more specific about the types of people you feel constitute that group?
- How does your project meet the needs of your users, whether actual or imagined? What skills and knowledges do you assume your users have that would allow this interaction to succeed?
- Have you done usability studies to find out how your users engage with your project?
- Who might you have as unanticipated users? What other publics have access to your work?

Project Name:

Date:

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User Community	Needs	How are their needs met?