

## Target Audience

Not every audience will use the site, some may glance to get ideas, or to gather some information, however, sites generally target for specific audiences. It is not cost effective to try to attract every web surfer. Businesses identify their users based on demographics. Businesses, whether e-commerce or brick and mortar, will look at; trends, survey results, interest meetings, and product testers to build up who their audience profile is. to know how, when, why and where the client will access the site, a business can design a successful web site that meet their needs and the user's.

User scenarios refer to the specifics of a particular user in a specific circumstance.

<b>User Scenario One</b>	
NAME:	Julie
AGE:	11
GENDER:	Female
LOCATION:	Next door to school playground
EDUCATION:	6 <sup>th</sup> grade
FAMILY:	Mother dying of cancer, father, 10 yr brother, 2 yr. old brother, 12 year old sister with downs syndrome
HOBBIES:	Making up songs
OCCUPATION:	Student at McDade ISD
INCOME	Family income \$30,000/year
WORK HOURS:	School 7:30-3:15
STUDENT:	Gifted and talented program
DISABILITIES:	None
COMPUTER:	Win 98,
MONITOR	15" 800 x 600
NETWORK:	Dial up
TECH SKILLS:	High
INTERACTION WITH SITE:	Checks school menus, and school calendar, and sport events.

6:30 a.m.      Helps older brother get sister ready for school, helps feed baby brother  
7:30            Eats breakfast at school with friends  
8:00            Classes begin

3:15 p.m.	Finds sister and brother goes to playground
4:15	Walks home
4:20	Watch TV with brother, helps entertains baby brother
6:00	Eat dinner
7:00	If can uses computer to plays games, check school web site for upcoming events and sport games.
8:30	Helps get sister and baby brother ready for bed, then goes to bed and reads

Use case is the decomposition of an activity. It takes a simplistic, step by step approach to determine the most likely flow of thought process and expectations of a user per an activity. Use cases also help the designer determine how suitable the activity is, does it accomplish what it is meant to do and is it a meeting a need and whose. The users chose for use case are typical for this case. They are users that would frequent the site at least a couple times of week.

#### *Use Case 1: Spring Break Dates*

Description: User looks at calendar to see when spring break ends and begins

Actors: Parent, web site

Additional Use cases: Calendar is in MS word

Note: This is not a working function on the web site, but the link is active

1. Parent selects school calendar
2. Web site opens an application use case( opens a word doc window displays a monthly calendar)
3. Parent scans for March
4. Parent scans the key on the calendar for the symbol for vacation
5. Parent locates the dates
6. Closes the word doc

Google

Business solutions

### **AdSense - Free**

- \* Get paid for displaying Google ads that are relevant to your site's content
- \* Customize ads to complement the look and feel of your site
- \* Track the success of different formats and locations with online reports

Google AdSense is a fast and easy way for website publishers of all sizes to display relevant, unobtrusive Google ads on their website's content pages and earn money. Because the ads are related to what your users are looking for on your site, you'll finally have a way to both monetize and enhance your content pages.

The program is free, and combines pay-per-click and pay-per-impression advertising - meaning you get paid for valid clicks on the ads on your site or search results pages as well as impressions on your content pages.

### **AdSense for search - Free**

Allows website publishers to provide Google web and site search to their visitors, and to earn money from clicks on Google ads on the search results pages.

### **AdWords - Cost**

- \* Reach people who are interested in information related to your products and services
- \* Drive new customers to your site in minutes
- \* Easily control costs - pay only for clicks that bring customers to your website

You create your ads

You create ads and choose keywords, which are words or phrases related to your business.

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

Target the right user in the right context

Using your keywords, Google's contextual targeting technology can automatically match your ads to webpages in our content network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

Measure and optimize your results

With the Placement Performance Report , you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Set your budget

There's no minimum-spending requirement--the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

Avoid guesswork

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. (Estimate keyword costs)

Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.

