

# Example Audience Discussion

# Target Audiences

Overview

Key Challenges

User Stories

# Overview

*Primary users that will influence the build and content of the site*



## Supporting Players

Middle-Management  
Admins  
Third-Party Organizations



## Executives

*Typically “Operations” or  
“Facilities”*



## ACME

Website managers  
Marketing  
HR/Careers

# Key Challenges

*Primary user concerns that influence their major behaviors while on the site*



## Supporting Players

Assessing and validating each 'vendor'.

Likely unfamiliar with process, what to expect.

Their professional reputation on the line.



## Executives

Limited time and attention.

Focused on value.

'Buys' a solution.



## ACME

Effectively showing and managing ACME's brand image online.

Elevating ACME's perception in the market.

# User Stories

*The needs of our users written out in narrative form*



## As a Supporting Player, I need to...

- ...understand whether ACME offers the services I need.
- ...understand if ACME specializes in my industry.
- ...know what kind of success record ACME has for projects like mine.
- ...learn more about who ACME is.
- ...contact ACME in order to begin the proposal process.

# User Stories

*The needs of our users written out in narrative form*



## **As an Executive, I need to...**

- ...know what kind of success record ACME has for projects like mine.
- ...understand how ACME is a better choice than another company.
- ...believe ACME is the right partner.
- ...have confidence in my recommendation/decision to work with ACME.

# User Stories

*The needs of our users written out in narrative form*



## **As the ACME team, we need to...**

- ...demonstrate our expertise across services and industries.
- ...easily maintain and update our online presence.
- ...leverage our analytics to make decisions on future site enhancements.
- ...understand sources of traffic to our site.
- ...communicate our brand story.