



# Nexus Business Centre (NBC) Website

**User-type: Potential Tenant**

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## 1 Scenario

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This user has had no previous contact with NBC but he has read some information about NBC and noted the website address.

He has been working in the telecoms industry for 8 years and currently holds a significant, decision making role at Sony Ericsson. He has very well developed technical skills and expertise. Through the course of his work he has identified a niche area of the telecoms industry which has not yet been exploited and is making plans to 'go it alone' and set up his own business.

He is at a turning point in his life. Having identified a real opportunity to start his own business he is really fired up and wants to put his plans into action as soon as soon he can. He is feeling very excited and positive about his new venture as he feels it is bound to succeed. However, with a young family depending on his income he is also feeling anxious about what this move will cost him and how quickly he can start making a living.

## 2 Description Of Character

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Name: Peter Nielsen

Age: 32

University educated

Married with a 2 year old child

Based in Brighton, East Sussex

Position: Company owner

Organisation: New business enterprise "TeleXpo"

## 3 Characteristics

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Peter has always been very ambitious and driven. He is still employed by Sony Ericsson so is very busy using any available spare time (evenings and weekends) to research and bring to fruition his new venture.

Peter is open-minded and receptive. He wants to find out as much as he can in order to make the right decisions and reduce the risks.

Peter is concerned about money – this is the only pressure he feels. He has a budget for his first year in business and knows his family is depending on him.

## **4 Reasons For Visiting The Website**

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Peter has arrived at the NBC website because he is currently researching suitable premises for his new business. He wants to find out how NBC compares to other premises and whether he can see himself there. He has a bullet list of criteria by which to compare locations.

## **5 What They Are Interested In**

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Peter is interested in the facilities available and what it will cost him. He also wants to know who else is in the centre.

## **6 What They Are Looking For**

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Peter is looking for;

1. A clear indication of the range of room sizes, the monthly costs and current availability – he wants to know if costs are flexible

2. A list of current tenants and what they do;

He wants to make sure he has no direct competitors on the same premises

He is looking for corroboration – are there other companies on site who can support his enterprise?

3. Details of the NBC environment – will it be a nice place to work and what are the facilities?

4. Can the centre offer any expertise in marketing? (Peter will need to market his business and has little experience in this area)

## **7 Web Experience And Expectations**

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Peter has worked with computers for years and is technically experienced. He uses the Internet a lot to do research and likes to get to information as quickly as possible.

Peter hates sites that are slow to download and graphics heavy as he is usually pushed for time. He appreciates good clean design with very clear navigation – he dislikes excessive content and likes short, concise and clear information. He can tolerate a certain amount of marketing speak but would prefer to go straight to the factual information. He does not like to see advertising on a site and blocks pop-ups.

Peter often copies and pastes information from websites so that he can collate and compare. He also likes to print off documents and read them in his very comfy armchair in front of the fire!

Peter prefers to make contact either by email or by phone and likes to talk directly with person who can answer his questions rather than via a 'general enquiries'.

He is doing his research from home where he has a PC running Windows XP Pro. He uses Internet Explorer 6 to browse the web and has his LCD screen resolution set to 1024 x 768.

## 8 Tasks

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Describe specific goals that user wishes to achieve.

### 8.1 1<sup>ST</sup> TASK

To locate information about the premises at NBC, their current availability and the monthly costs. To print out this information.

### 8.2 2<sup>ND</sup> TASK

To find out if there are any other tenants in the centre who are working in the telecoms sector. To find out more about them and link to their websites.

### 8.3 3<sup>RD</sup> TASK

To find out what facilities are available in the building – meeting rooms, postal service, catering, parking etc