



Personas of targeted audiences

		
Who?	Parents of potential students	Parents of existing students
Quote	<p>"I want to evaluate if this kindergarten is suitable for my child"</p> <p>"I want to enrol my child to this kindergarten"</p>	<p>"I want to know details of upcoming events, news & announcements and maybe view some photos of past events"</p> <p>"I want to provide feedback & suggestions"</p> <p>"I want to find out information on administrative matters for my child"</p>
Content	<p>Information on</p> <ul style="list-style-type: none"> • Teaching curriculum • Environment • Principal and teachers • Enrichment courses • Fees and rates • Operating hours • Enrolment procedures 	<ul style="list-style-type: none"> • Events Calendar • Past events gallery • Feedback form • Administrative FAQs
Website goals	<ul style="list-style-type: none"> • Establish a telephone or email enquiry • Downloading of the kindergarten factsheet • Tell-a-friend 	<ul style="list-style-type: none"> • Subscription to RSS Feeds / Emailer • Submission of feedback form • Tell-a-friend • Click-through to Facebook fanpage
Priority	60%	40%