







User	Site Member	Advertiser/Marketer	Casual Reader	ToffeeWeb Editor
User Summary	Frequent visitor and site contributor via membership	Advertisers from companies looking to promote on the site	General site reader/non-member	Site Owners/ Admin
User Profile	Age: Teen to senior Occupation: Various Socio/economic: Various	Age: Working age Occupation: PR/Marketing Socio/economic: Various	Age: Teen to senior Occupation: Various Socio/economic: Various	Age: 34-65 Occupation: Various Socio/economic: Urban professional
Goals	Consume Club news, Editorial content and reader-submitted articles while also participating in discussion	Inquire about advertising possibilities on the site; find out about the profile of the site's readers and members; submit proposals for advertising/marketing programs	Consume Club news, Editorial content and reader-submitted articles, either as a frequent, infrequent or first-time reader.	Post news, articles and poll questions; manage existing editorial content and reader submissions; manage comments to articles