

# User groups

Contents vs functionality

 STATISTICS  
DENMARK



## User groups: Two approaches

### Conventional Groups

- The citizens
- The politicians and public authorities
- The business community and organizations
- The researchers and students
- The press and the media
- EU, UN, OECD, IMF and other international organizations

### Functionality needs

Farmer



Miner



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## Examples

- Tourists
  - General public, students, media
  - (need overall information from all areas, easy to digest: theme pages, Names, Prices)
- Farmers
  - Planners, Economists
  - (need the same type of information regularly, e.g. unemployment rates, trade. Statbank, Data shoot)
- Miners
  - Researchers
  - (need to dig deep for very specific information, Micro data access, StatBank, Documentation)

