Audience Assessment and Personas

Audience Analysis Questions Tool

WHO

Demographics

-Where is the audience located?

-What time zone are they in?

-Are they working virtually with others or face to face?

-What is the age range of your audience?

-What is the age of the majority of your audience?

-What generation do the learners fall into? Traditionalists? Gen X? Gen Y?

-What gender is most of your audience?

-What is the highest level of education attained by most of your audience?

-What is their cultural background?

-What languages do they speak?

-Are there any euphemisms or metaphors your audience might not understand?

-Are there traditions or examples you can use from the audience's background?

-Do the audience members know each other?

Experience

-What job experience does your audience have?

-How many years of job experience do they have? Are they new hires? Have they worked for 10+ years?

-What experience do they have with the topic you are creating content for?

-What technology are they most comfortable using?

-What hardware/software do they have?

-Are they generally motivated to learn?

-What medium will you use to communicate with your audience? Are they comfortable with this method of communication?

-Do they all belong to the same organization or a similar trade?

WHAT

Expectations

-Why might they be interested in consuming your content?

-What will they gain by learning more about this topic?

-What aspects of the content you are creating will your audience be most interested in?

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What

Expectations (cont.)

- What type of learners is your audience mostly made of? Audio? Visual? Kinesthetic?

- How are they used to learning new things?

- Does it make sense to customize your content for different audiences?

- How participatory is your audience?

- Is your content voluntary or required?

Environment

- Are there any distractions in their environment?

- How much time does your audience have to interact with your content?

- How would you describe your audience's work environment?

- Does your audience have any accessibility considerations?

Attitude

- What is your audience's attitude toward the content?

- Will they be naturally interested in your content?

- What is the reputation or credibility of the moderator or content creator?

- How can you decrease the resistance and increase the receptivity of your audience to your content?

Knowledge

- What is the purpose of your content?

- How familiar is your audience with the content?

- What prerequisite knowledge will your audience need to fully understand your content?

- How will you ensure your audience has that prerequisite knowledge?

- Does the audience prefer a more formal or informal approach?

- Does the audience have prior knowledge of your topic?