

Audience Profile Worksheet

1. Basic Information

- **Project Title/Topic:** Tirhal App Users
- **Prepared by:** Abdelrahman Awad Mohamed Abdelrahman
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2.1 Primary Audience

- **Who is the main audience?**
The regular user who is able to use a smartphone.
- **Approximate size of audience / Key individuals or groups to address (if any):**
Thousands of clients and drivers of Tarhal.

2.2 Secondary Audiences (if applicable)

- **Who else might read or hear this information?**
Employees and the app's management.
- **How do their needs differ from the primary audience?**
All their concerns revolve around app issues, updates, and customer complaints.

3. Audience Demographics

Attribute	Details / Notes
Age range	Above 18
Gender distribution	Equal
Education level	Not required; basic reading and smartphone use are sufficient
Occupation / Role	Client, driver, and employee
Cultural or linguistic considerations	Arabic as the main language, with the possibility of adding other languages like English
Location (geographic)	Sudan

4. Audience Knowledge & Experience

- **What does the audience already know about the topic?**
They know how to use mobile applications.
- **What misconceptions or gaps might they have?**
Some, especially those with limited experience or knowledge such as elderly people, may face issues in registration or location selection.
- **How familiar are they with the terminology and concepts?**
Limited or basic knowledge of technical terms.
- **What level of detail is appropriate?**
Basic and straightforward information is best.

5. Audience Needs & Expectations

- **What is the audience hoping to learn or achieve?**
How to register and request rides.
- **Why does this information matter to them?**
It is easier, faster, and safer for them.
- **What questions or concerns might they have?**
How do I request a ride? How do I identify the driver? How do I set my location?
- **What are their priorities?**
Safety, ease of use, fast request processing, and reducing waiting time by providing the nearest driver to the client.

6. Preferred Communication Style

- **What tone is appropriate?**
Simple and clear.
- **Preferred format?**
Instructional video or illustrated user guide.
- **Any accessibility considerations?**
Clear and easy-to-understand language for the user.

7. Potential Barriers

- **Are there any potential obstacles to understanding or acceptance?**
Weak network coverage in remote areas far from transmission towers, high network congestion, difficulty in accurate location detection, and lack of experience among some users in using the app.

8. Key Takeaways for Planning

Instructions must be clear and simple to be understood by all user groups, preferably supported with images or icons, and capable of including multiple languages alongside Arabic in case there are non-Arabic-speaking residents in Sudan who want to use the app.