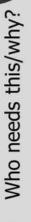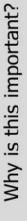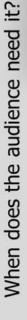## The learner

- Who are they?
- Where are they?
- What do they do?
- What do they care about?
- What do they prioritize?
- What do they think they need?
- Access and familiarity with technology?
- In terms of historic training, what has worked for them and what hasn't – and why?
- What is their attitude towards the training topics?
- What is their attitude towards this training?
- Where and who do they turn to for support

The content

- What is the content?
- Who needs this/why?
- Why is this important?
- When does the audience need it?
- Does all of the audience need it at the same time?
- Does the audience understand what to do with this content?
- What happens as a result of delivering this content to an individual?
- What happens as a result of not delivering this content to an individual?
- When and how would an individual use this content?
- What else is required for an individual to put this information to use?