Audience Profile

**Reader’s Name:** N/A

**Readers Job Title:** AmateurDeveloper (LAMP Stack)

**Kind of Reader :** Primary X

**Education:** AS/BS in technical field/ or any one with a technical know how in computers

**Professional Experience:**

**Job Responsibilities:** Design Lamp Stack websites/applications using PHP and MySQL.

**Personal Characteristic:**  Technically Confident

**Personal Preferences:** Is comfortable with jargon but ultimately would like to see little of it. To much Jargon can put the reader on edge.

**Cultural Characteristics:** N/A

**Attitude Toward the Writer:** Writer is unknown to reader

**Attitude Towards the Subject:** The reader will be confident in that with is presented in the manual be able to understand the subject

**Expectations About the Subject:** Expects to see an easy to follow manual.

**Expectations about the Document:** Expects to see plenty of screenshot at each step so the reader sees what is expected at each step.

**Reasons for Reading the Document:**  To understand how to setup a Linux, apache, mysql, php server. Also to gleam a small bit about the history of each of these technologies and how they work together.

**Way of reading the Document:**

Study it X

Use it to preform a task or carry out a procedure. X

**Reading Skill:** highschool

**Readers Physical Environment:**  N/A