Audience Identity and Needs

Primary audience: Developers new to version control systems *(name, title)* Secondary audience: Anyone who would like to learn the rudimentary functions of Gitlab Relationship: New employees or clients *(client, employer, other)* Purpose of the document: Instruct *(instruct, persuade, other)* Intended use of document: To learn to use Gitlab as a version control system

Technical background: A person who is comfortable using computers and has some familiarity with the command line

Prior knowledge about this topic: Little to none *(knows nothing, a few details, other)* Additional information needed: What version control is useful for and its importance. Will also need to teach some conventions of version control

Probable questions: How do I keep my code from being deleted *?*

What if I commit a change that I don’t want *?*

Why should I make a branch *?*

Can I edit code in Gitlab directly *?*

Audience’s Probable Attitude and Personality

Attitude toward topic: Confused and/or Frustrated *(indifferent, skeptical, other)* Probable objections: I don’t like the command line *(cost, time, none, other)* Probable attitude toward this writer: Short tempered *(intimidated, hostile, receptive, other)* Organizational climate: Solo developers, clients, or new hires to a larger organization Persons most affected by this document: Users, and in the case of new hires all coworkers Temperament: Either impatient or confused *(cautious, impatient, other)* Probable reaction to document: approval with perhaps some resistance with command line workRisk of alienating anyone: Those who choose to use a windows terminal such as powershell or command prompt

Audience Expectations about the Document

Reason document originated: Concocted by developers to help new hires and clients in using Gitlab in a rudimentary way

Acceptable length: Concise but complete explanations of fundamental components of GitlabMaterial important to this audience: Importance of and correct usage *(interpretations, costs, other)* Most useful arrangement: Capability-purpose-use-guide *(problem-causes-solutions, other)* Tone: Verbose and beginner friendly *(businesslike, apologetic, enthusiastic, other)* Cultural considerations: *(level of detail or directness, other)* Intended effect on this audience: Teach the audience how to use Gitlab and teach the importance of version control and its functions

Due date: November 3

**FIGURE 3.7 Audience and Use Profile Sheet** For a completed profile in an actual writing situation, see Figure 4.5.