



Audience Analysis

We will continue this exercise with the FAO project “Climate Change Impact on Global Agriculture”.

Exercises

Make sure you time-box each exercise so that you do not run out of time!

Do NOT use AI to answer the questions below.

6) Audience Analysis

Conduct an Audience Analysis using the 4-step approach from the lecture:

- a. Identify the Audience: use the briefing given
- b. Gather Information: use your favorite search engine
- c. Segment the Audience: into segments with similar goals and pains
- d. Develop Audience Personas: pick **one** of the segments from the last step and create **one** persona for this segment