## Seam Sealing Instruction Audience Profile.

Information provided by the Marketing Dept.

This document will describe to the audience that may choose use the Tent Seam Sealing Instructions.

Make no assumption about education or prior knowledge of tools or materials beyond that of an elementary school student with age-appropriate English reading skills.

### Who is the Audience:

* Boy Scouts, Girl Scouts, and their troop leaders
* College educated park rangers
* College educated scientists going on world class expeditions
* Parents preparing tent for themselves or their children.
* Hobby campers from all levels of society.

### What Does the Audience Need?

The reader needs clear and simple instructions on how to:

* What tools and materials to acquire
* How to mix the silicone slurry
* How to apply the slurry
  + Advice on overcoming application obstacles
* When to test that the procedure worked, the tent does not leak

### What is the intention and attitude of the audience?

The audience wants to know only the facts about how to get this task completed. There is no need to explain any background, history, or philosophy about the art of tent seams sealing. The audience wants a simple clear set of steps to follow to achieve the goal.

### What Does the Audience Already Know and Not Know?

We should assume the audience knows only the tent they have purchased needs this procedure performed. Make no assumptions about prior tent sealing experience or expertise in materials used.

### When Does the Audience Need this Information?

The audience should be made aware at the time of a tent purchase if the seams are unsealed.

### How to Strike a Balance Across the Range of Personas.

The author will need to strike a balance across personas. The instruction must be simple enough for the scout in elementary school getting their new tent ready for summer camping with the troop. But not so simple the college educated scientist going on an expedition will feel like they are reading a child level set of instructions.

### Who is Persona 1?

Lisa is 14 years old girl scout. Her grandfather is so proud she is going on a camping trip with the scouts. He purchased a high-end, floorless tent that requires seams sealing. Lisa is happy to have a tent big enough for her friends to fit inside with her. It is important to Lisa that the tent not leak on her and her friends during a rain storm. Lisa will follow these instructions with only a little bit of help from her mom. Lisa needs to have every step explained to her.

### Who is Persona 2?

Zack is a 35-year-old park ranger. He patrols the borders of isolated parts of the park. The park purchased the tent from its budget for Zack. He knows that he needs to seam seal his new tent. Zack has done it before, but he can never remember what the slurry formula is. He will skim the instructions as a refresher.

### Who is Persona 3?

Christine is 55 years old. She has not gone camping in a while. To get ready for a trip she takes out her old tent and tests it for leaks. Christine discovers the seams that she previously sealed have degraded and are in need of a fresh sealing. She did the seams on this tent 15 years ago, but does not remember how to do it. Christine needs all the steps explained, but it is familiar, and she does not need to keep referring to the instructions.