**Content Writing**

**Assignment – 2- Udemy**

**Q. Lucy, the FitUnicorn product manager wants you to write step-by-step instructions on how to stream workout videos from the app to a TV.  Your audience is older adults. Write an audience profile for this audience by answering the questions below. It's OK if you don't have the answers for some of them. Add the best answer you can think of and write that it is your assumption and not based on research.**

**FitUnicorn Audience Profile**:

How old is your audience?

Where is your audience located in the world?

What is the task your audience wants to do?

In what environment is your audience doing the task?

Is your audience alone when they do the task or are they with others?

What is your audience's education level?

How will your audience consume the step-by-step instructions?

Will your audience be evaluated on how well they do the task?

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Solution:

**1. How old is your audience?**

Our audience is mostly adults between 45 to 70 years old.

**2. Where is your audience located in the world?**

Our major audience is located in the northern and southern parts of India, and some of them are located in Europe.

**3. What is the task your audience wants to do?**

The task of our audience is to watch the workout videos from the app on a TV for better experience.

**4. In what environment is your audience doing the task?**

The environment must not be too noisy and must be peaceful. They can do their workout in a spacious room or even in a living room.

**5. Is your audience alone when they do the task, or are they with others?**

The user can be alone or even do their workout with family members or even in a yoga club.

**6. What is your audience's education level?**

A minimum of matriculation is required to understand the instructions given by the instructors in the videos.

**7. How will your audience consume the step-by-step instructions?**

They will learn the exercises from YouTube videos and follow the same steps to do them.

It is a fact that people of all ages love to learn new things from videos rather than manual books or scripts.

**8. Will your audience be evaluated on how well they do the task?**

It is just a workout session, and they cannot be evaluated. However, they can utilize this course to its best and complete it.