**Audience Outline**

I created this manual for users that have not had any experience working in MadCap Flare. The intended audience knows how to operate a computer efficiently and is familiar with common programs like the ones in Microsoft Office and the Adobe Creative Suite. I chose this audience because I wanted to make a manual that assisted in the basic functions of MadCap Flare that I found difficult to perform when working in the software for the first time. There are not very many real beginner guides available for MadCap Flare, most of the guides that are aimed towards beginners still speak to the reader like they have some sort of experience in using the software.

The purpose of my manual is to teach a beginner the essential functions and features in MadCap Flare. I believe that if someone can understand the basic processes involved in creating, editing and publishing a project in MadCap Flare, then they can begin utilizing more complex features of the program with ease. There are many tutorials that explain how to use the more complicated parts of MadCap, with the base knowledge provided by my manual, users will be able to follow along with the tutorials and not be confused by the heavy use of software-specific terminology.

MadCap flare has a detailed interface that can be overwhelming when working with the software for the first time. In my manual, I only cover the parts of the interface that a new user would need to know in order to create, edit and publish a basic project. By selectively choosing what parts of the interface to explain, I am able to omit features that are less likely to be used or take a greater level of experience in the program to utilize efficiently. Trying to explain all of the features in MadCap would be impossible for me to do as a beginner myself but would also make the manual clunky and less usable. My audience should be able to quickly read through my manual and feel comfortable using MadCap after.

MadCap Flare is a popular software used in the field of technical communication and I think that any aspiring technical communicator should have at least a rudimentary knowledge of the software. MadCap has gained its popularity by allowing users to single source a project and work with coding languages without actually having to learn code. Flare can be used to make a variety of products, ranging from different forms of online media to pdfs and e-books. The versatility of this software is perfectly suited for technical communicators because we have such a wide scope of job responsibilities.