

# Petra's Place Audience



## 4.4.3 Activity

In the async activity from module 3, you considered a fictitious new general store business called Petra's Place starting up in Haiti, Dominican Republic, and Puerto Rico. In consideration of residents who got loans from the Kiva organization, you discovered something about the type of people the community had the most. For instance, the Dominican Republic had almost all education loans. From this, you recommended to your company that they build a café into their new general store in the Dominican Republic that caters to students.



Source: pngkey.com



Source: mappr.co

For this activity, we want to take the stories we created based on our data insights and use those stories to present to the five different kinds of audiences we described in the Reach Your Audience lesson. While we presented mainly to managers before, this time we want to consider people in the communities where we will build the stores. But first, let's create these audiences.

Below are some audience types. Write in some descriptions that you imagine, so your audience has a **personality**. For instance, you might describe the highly skilled audience members as engineers who will build the new general stores in Haiti, Dominican Republic, and Puerto Rico. Describe first, then we will discuss how we reach them in the 2<sup>nd</sup> part of this lab.



Source: wikipedia.org

## Questions

1. Who is the audience that would be identified as **highly-skilled or specialized**, **decision-maker**, and **non-technical** people? Identify all three types.
  - a. Create some names of their professions, for example engineer, manager, college student (use these examples if you'd like):

- Highly-skilled: Civil/Electrical Engineers, CEO of Petra's Place
- Decision makers: College Students
- Non-technical: Customers in store

- b. How much time do they have available to view your data presentation? (How long is their attention span?) List this for all three.

- Highly-skilled: Shorter presentations because they'll only care about relevant info
- Decision-maker: Mid-length presentation (20-30 min) want to give enough info
- Non-technical: Shorter attention span

- c. What might be their resistance to hearing your data insights? List this for all three.

- Highly-skilled: Leaving out information relevant to presentation topic / Presenting too much information that's not relevant to presentation topic
- Decision-makers: If presentation did not include loans or donations
- Non-technical: Technical jargon, complicated information

- d. What things would they care about most of your data insights? List this for all three.

- Highly-skilled: Success of store (in terms of business and construction)
- Decision-makers: % of money donated
- Non-technical: If the store is appealing, items in store, location of store

**Now that we have an idea who our audience is, we can consider ways to reach them:**

2. How would you reach out to your **highly-skilled** or **specialized** people? What would you include in your presentation that is especially for them?

- Include whether if the store is running properly, their work is holding up, the construction/ layout of store.
- Store additions, new technology used to construct the stores

3. How would you reach out to your **decision-maker** people? What would you include in your presentation that is especially for them?

- Create a story about how college students who take out loans would benefit the store
- 5% of sales going towards donations
- Include items in store decision-makers could use

4. How would you reach out to **non-technical** people? What would you include in your presentation that is especially for them?

- Could tell them they would be supporting college students in their community
- Shopping should be incentive based
- Discounts/reward points
- What items the store will sell, the location of store, what their store has (amenities like cafe, library)