

## AUDIENCE ANALYSIS

**Prepared for:**

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### INTRODUCTION

Devon Morden Learning Design (DM Learning Design) conducted this audience analysis to discover what qualities this training solution must have to achieve the highest success rate with HIH's photographers. In this analysis, you will find:

- An overview of our approach
- A high-level summary of our findings
- A drill-down of our findings
- Our conclusions and recommendations

### OUR APPROACH

Our goal in conducting this audience analysis was to learn from our audience what they needed in order to get the most out of training. To this end, we used the following methods:

- Survey (320 responses) targeting:
  - Experience with photography
  - Experience working directly with clients
  - Interest in training
- Interviews (45) targeting:
  - Attitudes
  - Challenges

We then grouped this data into categories aligned with the needs analysis and used this context to identify potential strategies for high-impact learning.

## SUMMARY OF FINDINGS

While most photographers self-reported weak photography skills, our interviews revealed that HIH's photographers are passionate about their work. They indicated strong receptiveness to both photography skills training and client interaction training.

## DETAILED FINDINGS

### **1) Self-assessment of photography skills:**

- a. The majority of photographers were aware of their photography weaknesses; notably, 55% acknowledged that their photos were below HIH's quality standards. In interviews, we heard, "I know my supervisor isn't happy with my photos" and "[my biggest challenge is] figuring out the best angle for the shot. And the lighting."
- b. Thirty-eight (12%) respondents stated that they didn't know whether their photographs met the quality standards, and in our interviews, a few photographers indicated that they didn't realize there were standards.
- c. Though a minority, 32% of respondents indicated that they met or exceeded quality standards

### **2) Self-assessment of customer interaction skills:**

- a. Most respondents indicated hosts in some respect when discussing their biggest challenges at work. However, a not-insignificant minority cited working with hosts as one of the best parts of their job.
- b. Most respondents (79%) indicated little to no experience working with customers.

### 3) Attitudes towards training:

- a. Eighty percent of respondents indicated that they would find additional training in smartphone photography skills valuable.
- b. Sixty-five percent of respondents indicated they would find additional training in customer service skills valuable.
- c. Interviews revealed that respondents enjoy their work and would appreciate the opportunity to further develop their skills.
- d. Photographers opposed to training frequently cited the time commitment involved, as they have busy schedules.

## CONCLUSIONS AND RECOMMENDATIONS

While many photos uploaded to HIH do not meet quality standards, the photographers are generally aware of their need for improvement and willing to participate in training to build those skills. Further to this point, we recommend explicitly addressing quality standards and ensuring that those standards are highly visible. We also believe that customer interaction training will be beneficial and well-received, granted it does not become a burdensome time commitment.

Another important item to note is that HIH currently employs photographers who are skilled at their job, as evidenced by the quality photographs that are submitted. However, the other side of this is that there are almost certainly photographers who have mis-assessed their skills and will therefore be more reluctant to participate in training. We recommend identifying participants who would benefit through supervisor recommendations, review, and/or assessment. This would ensure that HIH doesn't frustrate highly-valued employees.

## NEXT STEPS

- 1) DM Learning Design will conduct a content analysis to determine the needed skills and strategies.
- 2) HIH will provide weekly meeting times for content review and will be available for clarification as needed.

ACKNOWLEDGMENT

This acknowledges that I have received, read, and agree with the information contained in this Audience Analysis.

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Signature (Chief Learning Officer)

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