

AUDIENCE ANALYSIS REPORT

This template walks you through one way to write an audience analysis. Feel free to use a different approach.

Introduction

Give a short introduction in case stakeholders are not familiar with an audience analysis. Here is a short example. Brief sample below.

This report is a summary of the interviews and survey results we conducted with healthcare employees at the Horizon Foundation. It recaps the findings and draws conclusions about the audience that will help us design an effective solution to the internet security problem that Horizon faces.

Overview or Our Approach

Provide a brief overview of your analysis process by explaining your goal or intent, the instruments you used, the number of responses etc. Brief sample below.

During April through June of this year, we collected information about the target audience to design Phase 1 of the training solution. The team created an online survey and distributed the link to all clinical employees. We received 7,500 responses.

We also conducted virtual interviews with 60 audience members who work in varied clinical roles. Our goal was to understand their work environment, their awareness of internet security and their attitude regarding training on this subject.

Categories of Data (Sometimes I call this Themes)

While you review the interview data in the spreadsheet, do patterns and themes emerge? (You can add additional data if you need it.) What data will contribute to your design? Can you categorize this information? This is a reasonable way to present it and may help you organize your thoughts. Brief sample below.

After synthesizing the data, we organized the information into categories based on emerging patterns. The categories are: *(create as many categories as you'd like)*

- Category 1 *(Name each category)*
- Category 2
- Category 3

One approach I like is to summarize the finding and then draw your tentative conclusion ... Ask, What does the finding mean? How will it contribute to our solution? Here is an example of what I might say if this were training for the office workers, which we don't have data for.

Attitude Toward Training *(this is a category)*

Finding: Seventy-five percent of employees who work at Horizon's headquarters feel that they are adept at recognizing phishing emails. Most of these employees do not see a need for internet security training, though they understand it may be required.

Conclusion: *It is common for people to overestimate their skills and knowledge in a subject area. That said, we may be able to use a strategy that allows staff to prove their level of competence prior to training. Perhaps the training can be lighter for staff that are highly competent in internet security and more intensive for those with less knowledge and skills.*

Then continue with your other categories and wrap it up.