Audience and Use Profile

Document description: Online instructions on how to proofread

Audience and purpose	
Primary audience:	The primary audience is training and development specialists (trainers) in a corporate environment. Managers and external auditors may be a secondary audience.
Purpose of document:	The purpose of this document is to instruct trainers how to proofread training materials, policies and procedures, and email communications before they distribute them.
Intended use of document:	The document will serve as a reference guide for trainers who have little to no experience with proofreading.
Information audience needs:	Trainers will require how-to steps, quick tips, and links to more resources.
Technical background:	Trainers are all fairly technically savvy; they work in Word, Adobe Acrobat, SnagIt, SharePoint Designer, and WordPress. However, they have varying levels of knowledge about proofreading (and writing in general), as evidenced by their publication of documents containing errors of spelling, punctuation, and grammar.
Cultural considerations:	The company is culturally diverse. Some trainers may be bilingual.
Probable questions:	1. Why is this guide being targeted at me? Have I made mistakes in the past? 2. Why do I need this guide? I already proofread my work. 3. Will this be quick and easy to use? I am so busy already.
Probable reaction:	Most trainers should find the guide useful, or at least good to have on hand. Trainers are used to collecting many resources.

Audience preferences about the document	
Length and detail:	The document should not be longer than two or three pages to avoid overwhelming readers with detail. It should include links to further resources.
Format and delivery method:	Deliver as a web page on the company's intranet site.
Tone:	A formal but accessible tone is required for company communications.

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