# Audience Analysis

Understanding your audience is crucial for creating good documentation. This document conducts an audience analysis on three documents: a health system sample report from the World Health Organization, an iPhone user guide by Apple, and VMWare’s white paper for their Virtual SAN stretched cluster.

## Health system sample report

*Health System Responsiveness Survey Results* is a sample report by the World Health Organization (WHO). In a real example, this report shows survey results of a particular country where key healthcare professionals and academics rate the responsiveness of their health system.

The audience for the sample report is WHO employees responsible for writing these reports. They use the sample report as a template or reference for formatting the report and visuals. They would need some experience and previous knowledge of health systems and responsiveness to effectively convey the results.

Health researchers are not in the audience for the sample report because the results are for a hypothetical country. Therefore, they cannot use it for anything useful. However, a real report would appeal to both WHO and researchers who need to see the results for a particular country.

The writing is professional but not too technical. For example, health responsiveness is defined, with its domains listed and described in a table. The survey results are also conveyed visually through charts and graphs. For previous knowledge or background, the reader only needs to know what a health system is to understand the report.

The reader may have preconceived opinions about the responsiveness of a country’s health system, whether positive or negative. However, they intend to learn what key informants think about the responsiveness of their health system. The readers have a curious attitude and hope to find some interesting insights that they may use to understand or improve their health system.

The sample report is effective for the WHO employees but less so for researchers/non-employees compared to a real report. While the sample effectively conveys the hypothetical results, it took me some time to understand the purpose of the sample report and use of sample data (and even then, I'm still a little unsure). My suggestion is to purpose clearer, possibly before the **Background** section.

## iPhone user guide

*iPhone User Guide For iOS 8.4 Software* is Apple’s comprehensive introduction to the iOS 8.4 operating system for iPhones 4 through 6. Everything from iOS 8.4 iPhone setup, downloading apps, organizing photos, and accessibility settings are covered. Each chapter covers a particular app or feature, which is helpful for experienced iOS 8.4 users for a quick reference.

The guide is mainly for customers new to iPhones with the iOS 8.4 operating system. Readers with a different iOS version may find lots of information that overlaps with their version, but visuals or features only available on certain iPhones or iOS 8.4 will differ. Certain features not available on all iOS 8.4 iPhones, such as managing credit cards, are noted as such. Users already familiar with iOS 8.4 may find certain chapters helpful depending on their use case.

In general, the audience needs to know how to use and navigate an iOS 8.4 iPhone. However, how much they need to know will depend on the individual. For example, you can skip the Stocks chapter if you’re not interested in tracking stock exchanges, and navigating the Stocks app is not a prerequisite for any other chapter.

The audience’s career or background is irrelevant. Previous knowledge of the iPhone, or any cellular device at all, is not required. The guide explains all the essential concepts like apps, iCloud, and more in plain language and with appropriate visuals. Beginners with preconceived, negative attitudes about the iPhone or technology will have their fears quelled as the guide makes learning the iPhone and iOS 8.4 simple and painless.

The user guide provides all the necessary information on the basics of iPhones with iOS 8.4 and more. It’s effective for beginners and familiar iOS 8.4 users searching for a specific topic. My only suggestion to improve the user guide is to redirect users with different iOS versions or iPhones to the correct guide for them, or at least link to a repository listing the different guides.

## VMware white paper

*VMware Virtual SAN Stretched Cluster Performance and Best Practices* is a white paper detailing the results of a lab experiment proving that VMWare’s stretched cluster is more robust than their single site cluster. The paper also describes best practices when using the stretched cluster.

This paper is for VMWare cluster deployment experts and, based on the executive summary in the beginning, executives looking to compare the stretched cluster and the single-site cluster for decision-making. While the document defines the stretched cluster and its features, the paper itself is highly technical and assumes the reader is familiar with clusters, latency, hardware, and networking.

The audience needs proof that, on a larger scale, the stretched cluster is more robust and handles failure scenarios better than the single-site cluster. The audience may have a preconceived notion that the single-site cluster is better. The paper is detailed and transparent about the experiment since experts have a curious attitude and care that the experiment is executed correctly and accounts for all failure scenarios.

The paper is perfect for experts needing best practices and proof that the stretched cluster is more robust than the single-site cluster. However, the report is likely too technical and lengthy to convince the average executive to read their paper and see the results. For executives, the experiment and best practices would be better conveyed through a presentation.