# Audience Analysis

This guide covers the basics of AWS instances. Readers will learn what an instance is and how to use AWS to launch, configure, and connect to one. In the real world, this guide would likely be viewed as an online article or training course.

## Experience and Knowledge

The guide assumes that the audience is new to AWS but should have an account created beforehand. The audience should already have general knowledge of IP addresses, the command prompt, and cloud computing. However, work experience or background with these concepts is not required.

On a related note, this guide doesn’t require you to have a particular role to understand it. If you have an AWS account and understand the concepts, you will fit in the target audience.

## Needs

The audience needs a general overview of the concepts behind instances, why they should use AWS to host instances, and how to launch, configure, and connect to an instance using AWS. They need to know how to navigate to and around the EC2 dashboard to do all these things.

The audience does not need to know how to use AWS’s other services because they won’t use them in this guide. They also do not need any special kind of computer or operating system to use AWS or connect to an instance.

## Intentions and Attitude

The audience may have different intentions when approaching this guide. Some may be cloud computing professionals wanting to know why they should switch to AWS for creating instances. Others may be interested in learning about instances for personal projects.

To satisfy both groups, the guide explains why AWS is preferred over its competitors for creating instances and demonstrates how simple it is to use EC2 to create, configure, and connect to an instance.

Though the audience has never used AWS, some readers may transfer their preconceived notions and attitudes toward Amazon to judge AWS. The guide assumes that the audience has a positive opinion of Amazon based on experience. Anyone with negative experiences with Amazon will probably not touch the article at all due to recognizing AWS or will find out at the beginning and thus click off.