**Audience Analysis**

**Demographic Information**

The primary audience for this database includes incoming graduate students at UNT. The secondary audience includes faculty and staff at UNT. The students who use this knowledge base will:

* Already be admitted to their academic program at UNT.
* Range in age from 21 years old to 60+.
* Will come from every academic program on campus. Some will be earning graduate certificates while others will be earning Master’s degrees or PhDs.
* Will be from Texas, the US, and over 100 countries worldwide.
* Will come from various socioeconomic backgrounds.

Overall, the individual members of the audience are quite different in who they are and their backgrounds. However, they have a few key things in common.

* All are new graduate students at UNT.
* All need to register for classes and pay their bills.
* All will have experience attending one or multiple colleges/universities and are familiar with using the Internet to find information.
* All are new to UNT or at least to their graduate program at UNT.

**Needs, Wants, & Attitudes**

The audience expects to easily find the information they need by using the knowledge base. They will assume that the information presented to them is accurate and credible and therefore should trust the authors.

As students, the audience will likely be concerned with registering for and enrolling in the courses they need to complete their academic programs. Because registration and payment are not consistent across universities, the students will be less familiar with registering for courses and paying their bills. Students have to visit multiple websites from different departments to learn how to fund their education and how to pay their bills, a gap that this knowledge base will fill.

New students sometimes experience difficulty when registering for courses because the classes they need are full. To help with this and other concerns, the audience will be interested in making contacts within their departments to transition from an applicant into a UNT student. The students we interviewed found value in making contacts within university departments; aside from websites, people were their most valuable resource before and after enrolling.

Students are often confused about not only how to pay their bills but also what their tuition and fee costs are and which services are included in their fees. This information is available online, but the students we interviewed either had never searched for it or did not know where to find it.

The interviewees had the most trouble with learning about processes that are unique to UNT, such as what the difference is between the EUID and EMPL ID. Because of this, we considered that the users would have a baseline knowledge of universities and need information specific to UNT.

**Prior Knowledge**

The audience already has prior knowledge of attending a university, so they are familiar with many of the aspects of becoming a new student and the vocabulary of universities. Through our interviews, we realized that the students typically did not have trouble with the actual application process because they were familiar with the process and the information is spelled out online. They did experience some problems with their documents being sent and processed, but this is not an issue the knowledge base can cover.

The audience will be largely unfamiliar with UNT and how to access their accounts, register for classes, find funding, and pay their bills. While they will have done all of these things at another university, each university handles these issues in different ways, and this knowledge base will explain how students at UNT deal with enrollment and finances.

Because the readers have a general understanding of universities, it is not necessary to provide them a glossary of terms or explain basic tasks. Instead, the reader will draw on his or her schema and employ the prior knowledge when reading the methods of doing things at UNT. The topics in the knowledge base are worded as questions, so the reader should be able to find any question he or she may have and then see the answer.