Audience Profile

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| 1. **Primary Audience** | *[name, title]*  *Users of blender in group settings. Robotics designers and developers. Large scale project teams.* |
| 1. **Secondary Audience** | *Individual users in the software development realm.* |
| 1. **Relationship to content developer (i.e., you)** | *[client, employer, other]* |
| 1. **Purpose and intended use of document** | *[persuade, instruct, perform a task, solve a problem, other]*  *This document will instruct individuals on the basics of blender use for development and design purposes.* |
| 1. **Technical background of audience** | *[layperson, expert, trade user]*  *The audience should have technical skills in computer-based applications. They should be comfortable with development in a group setting.* |
| 1. **Prior knowledge the audience has on topic** | *[knows nothing, a few details, well versed]*  *The audience should come with little to no experience in Blender. They are just getting into Blender and starting to learn the application for design and development purposes.* |
| 1. **Reading level of audience** | *[English is first language, English is second language, average education]*  *English as a first language will be preferred, with the general audience having at least an average education.* |
| 1. **Additional knowledge needed** | *[background, only bare facts, other]*  *How to Download an application, how to launch an application, how to edit and save files and navigate a PC.* |
| 1. **Probable questions audience may have about product** | *How can I share my work with a group member?*  *What are the capabilities of Blender?*  *?*  *?*  *?* |
| 1. **Variances in audience ability** | *[mental, physical, cognitive abilities]*  *The projected audience should have functional abilities to be able read and understand. They should be able to physically use a PC application.*  *The audience should be comfortable with simple to complex problem solving.* |
| 1. **Expected conventions, organization, format** | *[web page, document, FAQ, index, TOC, menu, links to resources, examples, images]*  *Git README.md This will be a markdown form in a Git repository. This should allow for subject headings as well as images and other necessary tools. The document will also be available as a word doc within the Git repository.* |
| 1. **Expected tone** | *[business like, conversational, other]* |
| 1. **Environment in which document will be used** | *[work, home, individually, in teams]*  *This document will primarily be used in a workplace setting. The goal of which is to provide information on collaboration within a team.*  *There will also be information useful to individuals using Blender, but that will not be the primary focus.* |
| 1. **Technology audience will use to access documentation and product** | *[OS, hardware, security constraints]*  *The product will be able to be used on Windows, MAC, and Linux based machines. The security is based on the overall security of the Blender application. Blender is responsible for keeping and maintaining a secure environment.* |
| 1. **Values of audience** | *[time, money, relationships, privacy]* |
| 1. **Attitude with which audience is approaching documentation** | *[eagerness, frustration, indifference]*  *The audience will generally approach this document with curiosity. We foresee the audience attempting things on their own first and coming to the document when there is something that doesn’t make sense, or they are not able to get something working properly on their own.* |
| 1. **Attitude audience may have toward the creators of the product (i.e., company or organization)** | *Primarily, the audience will have an open mind to the creators of Blender. Seeing that Blender itself is an open-source free software, it is inherently going to have quirks like any other open-source software. Because of the ongoing updates and bug fixes that the creators of blender put out, they will generally be looked at positively.* |
| 1. **By catering to one audience, what audiences do you risk alienating or excluding?** | *By catering mostly towards an audience of developers and designers, we risk excluding support for beginners just starting with web-based applications for development purposes. We also risk excluding people without prior knowledge in application setup and installation.* |