

Audience Analysis

General Audience

A good place to begin your audience analysis is to start with these basic questions. Remember to take time with this and answer these, as a group, as completely as possible.

1. Who is the primary audience? Do I have a secondary audience? If so, who is it?
 - Primary audience: Non-technical; people interested in technology in general; Knowledge seekers.
2. What background knowledge and experiences do my audience members have regarding this topic?
 - Have a basic understanding of what computer memory storage is.
3. What is my relationship to the primary and secondary members of the audience? Am I a subordinate, supervisor, or equal colleague? Is my relationship formal or informal? What do you want your audience to do with the information that you provide?
 - Fellow enthusiasts

Specific Details

Once you have those essential answers, you can begin to fill in the picture with a host of other questions:

4. What ages are your audiences? How might age influence how you should communicate?
 - All ages
5. How large is your audience? How will size influence the channel of communication that you use? If your channel is email, for instance, how will that medium affect how you write and what you write?
 - The communication will be online
 - Use respectful tone or language
 - Concise wording

- Avoid jargon, esoteric phrases, abbreviations, etc.
6. What does your audience know about you?
 - We have knowledge in computing technology
 7. How can you increase your credibility with your audience?
 - Cite reputable sources
 - Mention scholastic achievements
 8. What do you think your audience should know about your topic?
 - Computers have memory storage
 9. What do you think your audience will want to know about your topic?
 - How have we progressed?
 - What does the future hold?
 10. How will you know if your audience received and understood your message?
What feedback will you receive?
 - They may reuse the material as a source (e.g. re-blog, hyperlink)
 - Number of page visits (analytics).
 - They may email us with feedback.
 11. What visual elements will most appeal to your specific audience? Why?
 - Imagery – It helps them see what the components look like
 - Data visualizations – Helps compare elements
 - Timeline – To conceptualize progression
 12. How would this audience best respond to the need to balance words, data, and the visual nature of the infographic?
 - To avoid confusion or overwhelming the audience, we wouldn't want to use too much of one element.
 - The graphical elements would take up most of the page
 - Each element should have organized structure