Audience Analysis

My objective is to teach people how to edit videos on CyberMedia PowerDirector. The target audience is everyone who wants to learn how to edit videos, not just technical communicators. Since my videos are going to be uploaded on YouTube, there isn’t a specific target audience since anyone who wants to view it can do so.

My teaching style will be focused towards people who have never edited videos before, and who have access to the basic version of PowerDirector. I decided on PowerDirector because it is slightly more powerful than Windows Live Movie Maker that comes bundled with the operating system.

My personal editor of choice would have been Sony Vegas Pro, since it is the most powerful software that is also easy to use, but it is ridiculously expensive for anyone that wants to buy it. So, the cheaper PowerDirector has to make do.

Video editing is a useful tool in a technical communicator’s arsenal, since videos are the operating manuals of the future. People no longer have the patience to sit through instruction manuals, and have much shorter attention spans. So, they tend to skim through written instruction manuals and they might skip reading it altogether and look online for solutions.

My videos are aimed at technical communicators being able to help these people, as also, these people themselves, in case they want to edit videos. My videos are going to have simple scripts aimed at the most basic of computer users, so more experienced technical communicators with low experience in technology can learn this too.

Videos help compress the arduous task of making a manual into making videos that can be made by multiple people when the script is pre-written and the people making the videos stick to the script.

My targeted audience shall understand how to make a good video with the use of the tools available at my disposal and try to help them understand the importance of videos as a teaching tool.

So, the video will be the technology to teach people how to edit videos. Video manuals are already being used to explain complex products to people and they are going to be the go-to choice for technical communicators in the future.

Online tools already have video manuals in place to teach people how to use these tools. It is only a matter of time before all documentation for all tools is online, because the internet is fast-reaching previously isolated places in the world. That is why the knowledge of editing videos to make a good video is something I felt I should teach and what every technical communicator should know.