I myself didn’t understand the instruction of homework. But, my attempt from my understanding is given below:

In the instruction “How to add Wordart to your text,” Our primary reader will be people who need to use a wordart to make something beautiful and focused. They will be eager to know what they can do to get to their goal. Some synonymous related to the feeling of primary reader is:

Impatient, anxious, interested, enthusiastic, excited, desirous, willing, eager, concerned, ardent, avid