**It addresses particular reader:**

Student Employment

Tutoring Center

Class Schedule

* It helps readers solve problems.

Holds

Academic Advising

* It reflects the organization's goals and culture.

University Message

Honor Code

**Writer Center Audience Chart:**

**Primary:** Since I can only log in as a student the primary audience for the audience of BYUI home page is students.

**Secondary**: These are the people in IT or help desk, faculty member, or our academic advisor. Sometimes faculty and It people help us to find certain link inside homepage to find a useful link.

**Tertiary:** These people will be one in the lower executive level or working in the communication department on the campus. They want the website to be clear and easy to handle.

**Gatekeeper**: It is can be the president of the campus.

**WatchDog**: Education department of LDS Church and president of Church.

|  |  |  |  |
| --- | --- | --- | --- |
| Reader | Needs | Values | Attitudes |
| Primary | One must be sure he is in right web page  Login information | One will look for higher efficiency and accuracy, no one would go inside link after link to go to ilearn or email. | Primary user will go to website with the determination to do something. |
| Secondary | These audition will have no much needs but they skim over the webpage and they make sure everything is good. | They will look for social environmental feeling. | They will not be here frequently, so they look for something interesting whenever they come in |
| Tertiary | They want web page to load without any problem, they want web page efficiency and accuracy to be maximum. | The tertiary audience of BYUI home page will want the page to look spiritual, and good and safe place to learn. | This audience will hope every student and their parents will like the homepage. |

I feel like when writer writes things or web designer design a web-page. It is not much important to focus much on secondary and tertiary audience. I felt like primary audience are more important than secondary or any other. If anything, that conflicts between two different audience, I guess it will be wise to focus more on primary audience.

Or maybe we can focus more on primary audience and not harm secondary audience or any other audience. I have seen even in my life that needs and attitude of primary and other audience will conflict with each other. We should always seek for approach where we can maximize our effeteness to primary audience do not harm secondary audience.