Name\_\_\_\_\_Zach Wilcox\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience Matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Types of**  **Audiences** | **What will they do with the information?** | **What professional interest and/or training do they have?** | **How do they feel about the subject? Any related interests?** | **Where will they read it, and from screen or print?** | **Are there any kinds of office politics or cultural barriers?** | **What kind of ethics do they expect?** |
| **Primary**  **(decision makers)** | **Determine whether the project is good enough to be approved.** | **Professor in engineering** | **They are directly involved in ECE, so many interests and experiences overlap.** | **from an assignment submission or email on a screen.** | **No there are not.** | **Ethics should follow those outlined in the IEEE code of ethics, as well as the class syllabus.** |
| **Secondary**  **(affected by info)** | **Be prepared for any possible requests for help or purchase** | **Selling parts, Supervising IDEA lab** | **Glad for the business. Likely interested in the design and material.** | **email on a screen** | **No** | **Timely payments, polite interactions.** |
| **Tertiary**  **(outside the group)** | **gain interest and possibly interest for own projects** | **students completing projects in the same general category** | **interested. Lots of overlapping experience and likely interests.** | **In class review, on computer screen** | **no** | **work to be done with no plagiarizing or interrupting their own projects.** |

Source: Harty, p. 183, Johnson-Sheehan p. 27-30

Potential employers

People who would be interested in purchasing/recreating project

Prof. Berrett

Advisor

Department Head

Other Students

I

Friends

Family

Engineering help lab advisors

T.A.’s

Prof. Cripps

Myself

**YOU**

**Close proximity to your group**

**Your  
group**

**Elsewhere in the organization**

**Outside the organization**