

## Try-It #15: Recommendation Report Audience Analysis

### Instructions

Divide this activity among your group members. There are five sections. Each group member should take the lead for at least one section. You can work together (in pairs, threes, etc.). List others who contribute to a section as Helpers.

For this activity, the “Report’s Primary Reader” is your client, the specific person who can decide whether to implement your recommendations.

### Basic Information for the Report’s Primary Reader

Which group member(s) worked on this section?

Responsible for this section: Evan Conza

Helpers: Kenzie Evans, Josie Mosier

Primary Reader’s Name. Include the person’s honorific, if applicable. (You’ll address the report to this person):

The primary reader is Ms. Traci Gardner.

Primary Reader’s Business Mailing Address (You’ll use this address in the report):

#### Business Address:

**Ms. Traci Gardner**

**214 Shanks Hall**

**Blacksburg, VA 24061**

Why is this person the appropriate Primary Reader for your recommendation report?

Ms. Gardner is the appropriate Primary Reader because she oversees the expectations for the recommendation report. She has experience reading a large amount of them, and has the ability to give positive and constructive feedback.

### Primary Reader’s Social Media

*You can add or remove social media from this list. Your Primary Reader may not have every social media account.*

Which group member(s) worked on this section?

Responsible for this section: Alex Demchenko

Helpers: Josie Mosier

Links to Webpages about the Primary Reader (do not include social media accounts here):

- <https://tracigardner.com/>
- <https://liberalarts.vt.edu/departments-and-schools/departments-of-english/faculty/traci-gardner.html>
- <https://www.readwritethink.org/about/bio/traci-gardner>

Email: tengrrl@gmail.com

Twitter/X: <https://twitter.com/newsfromtengrrl>

Facebook: <https://www.facebook.com/tengrrl>

Instagram/Threads: <https://www.instagram.com/tengrrl/?hl=en>

LinkedIn: <https://www.linkedin.com/in/tengrrl/>

### Primary Reader's Professional Background

Which group member(s) worked on this section?

Responsible for this section: Josie Mosier

Helpers: Alex Demchenko

Primary Reader's Job Title (You'll use this address in the report):

Instructor of Professional and Technical Writing, Virginia Tech, Full Time

Education:

Bachelors of Arts, English, Virginia Tech (1980-1984)

Masters in English, Virginia Tech (1984-1986)

Professional Experience: Information from LinkedIn

Current: Instructor of Professional and Technical Writing, Virginia Tech, Full Time

Past Experience: Educational Web Developer and Curriculum Design, Blogger and Freelance Writer, and Freelance Social Media Manager

Job Responsibilities (Address how the report will help them accomplish their job):

Traci has to analyze the project and grade it based on the rubric. The report will help her accomplish her job by containing all the information required by the rubric and being easy to read and understand. She can utilize her past experience to see what elements can be useful and to create the objectives since she has experience in website.

### Primary Reader's Relationship to the Topic

Which group member(s) worked on this section?

Responsible for this section: Kenze Evans

Helpers: Josie Mosier

Report's Primary Reader's Attitude Toward Your Group (generally to outside consultants and/or group members specifically if you know the person personally):

The primary reader, Traci Gardner, wants the group to succeed. She will remain neutral without bias when assessing the report. She will be fair while also motivating the group.

Report's Primary Reader's Knowledge of the Website's Usability:

The primary reader's familiarity with the website is not confirmed; however, given the site's popularity, it is reasonable to assume that Traci Gardner is aware of it and may have visited it before. Additionally, due to the website's simplicity, it is likely that her understanding of its usability is relatively strong.

Report's Primary Reader's Attitude Toward the Website's Usability (e.g., How much do they care? What do they care about? Why do they care about it?):

Traci Gardner's likely attitude toward Craigslist's usability would be that the website needs improvement. While Craigslist remains functional, the outdated design, minimal visual appeal, and lack of navigation suggest significant room for enhancement. Its simple layout and limited interactivity can discourage user engagement. Improving its usability could greatly enhance the user experience while maintaining the simplicity that long-time users value.

## Apply Your Audience Profile

Which group member(s) worked on this section?

Responsible for this section: Tyler Rooney

Helpers: Alex Demchenko

*Consider all the information you have gathered about the Report's Primary Reader and make decisions about how your audience will influence your report by answering the questions below.*

Suggest some ways you can draw your Primary Reader into your report, based on your audience profile. What hook(s) can you use to get them involved and invested in your recommendations?

To draw Ms. Gardner into the report, we could begin with a compelling introduction that highlights the practical importance and relevance of our recommendations. Since she oversees expectations for recommendation reports and values effective communication, emphasizing how our report aligns with those standards and enhances learning outcomes or user experience will capture her interest. Additionally, referencing her professional background in teaching writing and digital composition can help personalize the content and show relevance to her interests.

What plain language considerations will you keep in mind as you collaborate on your report? What writing style and readability level will be best for your Primary Reader?

We will use clear, concise language that avoids unnecessary complexity. Our writing will follow a professional yet accessible tone, suitable for an academic audience familiar with instructional materials. Given Ms. Gardner's expertise in teaching writing, clarity, and coherence will be especially important. Sentences will be well-structured, and we'll avoid overly technical vocabulary unless clearly defined. A readability level aimed at upper-college or early-professional readers will be ideal.

To what extent will the Primary Reader be aware of jargon related to your topic and analysis? How much explanation will be necessary and why?

Ms. Gardner is most likely familiar with general educational and writing-related terminology but may not be fully versed in any highly technical or field-specific jargon outside her area. Therefore, we will include brief, clear explanations for any specialized terms or concepts to ensure accessibility and clarity. This approach respects her professional background while ensuring our report is inclusive and easy to follow.

What document design elements will help this Primary Reader navigate and read the report?

To support readability and navigation, we will use a professional document design that enhances clarity and organization. The report will include clear headings and subheadings to guide the reader through each section, along with bullet points and numbered lists to highlight key recommendations and findings. We will have consistent font styles and spacing throughout the document will contribute to a clean, polished appearance. Lastly, including all of the elements of the C.R.A.P. guidelines, which include contrast, repetition, alignment, and proximity.