# Try-It #15: Group Project Audience Analysis

## Instructions

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

## Decision-Maker Basics

Which group member(s) worked on this section?

Leader:

Helpers:

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

Decision-Maker’s Business Mailing Address (You’ll use this address in the report):

Why is this person the appropriate decision-maker for your recommendation report?

## Decision-Maker’s Social Media

*You can add or remove social media from this list. Not every decision-maker will have every social media account.*

Which group member(s) worked on this section?

Leader:

Helpers:

Links to Webpages about decision-maker (do not include any of the accounts listed below):

a. Link 1

b. Link 2

c. Link 3

Twitter/X:

BlueSky:

Facebook:

Instagram/Threads:

LinkedIn:

YouTube:

Other Sites:

## Decision-Maker’s Professional Background

Which group member(s) worked on this section?

Leader:

Helpers:

Decision-Maker’s Job Title (You’ll use this address in the report):

Education:

Professional Experience:

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

## Decision-Maker’s Relationship to the Topic

Which group member(s) worked on this section?

Leader:

Helpers:

Decision-Maker’s Attitude Toward Your Group (generally to students and/or members specifically if you know the person):

Decision-Maker’s Knowledge of the Website’s Usability:

Decision-Maker’s Attitude Toward the Website’s Usability (e.g., How much do they care? What do they care about?):

## Apply Your Audience Profile

*Consider all the information you have gathered about the decision-maker and make decisions about how your audience will influence your report by answering the questions below.*

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

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 decision-maker?

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

What document design elements will help this decision-maker navigate and read the report?