# 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):

Links to Information about Decision-Maker:

a. Link 1

b. Link 2

c. Link 3

## 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:

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 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.*

What style of language is appropriate for your report? (e.g., casual, very professional, business casual)

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?