Try-It #15: Recommendation Report Audience Analysis

Basic Information for the Report's Primary Reader

Which group member(s) worked on this section?
Responsible for this section:
Helpers:

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

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

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

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:
Helpers:

Links to Webpages about the Primary Reader (do not include social media accounts here):
a.   Link 1
b.   Link 2
c.   Link 3

Twitter/X:

BlueSky:

Facebook:

Instagram/Threads:

LinkedIn:

YouTube:

TikTok:

Other Sites:

Primary Reader's Professional Background

Which group member(s) worked on this section?
Responsible for this section:
Helpers:

Primary Reader'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):

Primary Reader's Relationship to the Topic

Which group member(s) worked on this section?
Responsible for this section:
Helpers:

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

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

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?):

Apply Your Audience Profile

Which group member(s) worked on this section?

Responsible for this section:

Helpers:

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?

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?

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?

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