

## Draft - Audience Analysis Job Aid

An audience analysis identifies end user characteristics to be used as input into the design. It outlines and identifies user groups and their job activities and helps target training materials to meet the specific needs of the training audience.

The user/audience analysis provides the training team with the answers to the following questions:

### **User Groups** (Set of users with similar characteristics)

1. Who will need to attend training?

### **# of People**

1. How many people will need to be trained with this user group?

### **Familiarity with training content**

1. How familiar is the audience with the training content?
2. What is the job function performed by this user group? Major tasks?

### **Geography**

1. Where is the user group located? Consider national? Regional? 50 states? Alaska, Hawaii, Puerto Rico, Guam?

### **School Type**

1. What type of school does this audience represent? 4-year, 2-year, Private, Public, and/or Proprietary?

### **Delivery Constraints**

1. Is the user group geographically dispersed?
2. Is the user group able to travel?
3. Will the time of year training is delivered affect attendance? Conflict with enrollment? Auditing?
4. Will school budget affect training attendance?
5. Is there similar training be offered by another organization or vendor?
6. Is the audience comfortable using computers? Does the audience have access to computers?