

Audience Analysis

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?

Background

1. How long has the user group been with the organization?
2. What is the general academic background?
3. Familiarity with training content?

Job

1. What is the job function performed by this user group?
2. What are the major tasks performed by this user group?

Geography

1. Where is the user group located?

Culture

1. What is the work environment? Interactive, collaborative, independent, team-oriented?

Delivery Constraints

1. Is the user group geographically dispersed?
2. Is the user group able to travel?
3. Does the user group have irregular work schedules? Time zones, shift work, etc. ?