

AUDIENCE PROFILING AND PERSONAS

Goal: Understanding the target audience will help you make important decisions on form and content of your brochure/instructional documentation.

Audience profile you create should be a powerful tool for most professional writing projects. It is important to identify your target audience or the set of users that a system/document is intended for. Typical parameters of the target audience include: industry, experience (in your case, intercultural communication), income, nationality, disability, recreational preference and age.

In this optional task, come up with 2 audience profiles. Based on these profiles, design 2 personas. Persona 1 is typically the primary target audience of the project/product; Persona 2 is the secondary audience.

Consider these:

- An audience profile is a description of the people (real or imagined) who are likely to read your work.
- Your personas can have a varying amount of experience in intercultural communication. You need to acknowledge that and be as detailed in writing the instructions as the audience might expect.
- The documentation must aim at addressing the user expectation as much as possible by predicting what the user might typically expect in an intercultural communications guide book.

How to recognize target audience?

Who will be using your book? What will they need? What will they expect to find in the book? Personas are archetypal definitions of your "typical users." Each persona should have three or four important goals that help focus the design of the document you will create. Keep in mind that goals and tasks are different: tasks are not ends in themselves, but are merely things we do to accomplish goals. Not just any goals will do, though, so it's important to understand which types will help you make design decisions. Experience goals describe how the persona wants to feel when using a product. In the case of this project, the audience of course is a potential employer. Your job is to create 2 personas (each about one page long) keeping in mind the product.

Design: The information you present should be polished, easy to understand, and in a consistent format. Think about the best way to exhibit your work as part of portfolio that presents your work to a variety of audiences including me, other students, other faculty in the department and, most importantly, key individuals in the network that constitutes your future professional or academic career.

As a technique, an audience profile is a way to envision an audience for your work. In cases where a writer must write for an individual, an audience profile can help a writer anticipate what that real person will want. In cases where a writer must write for a large but relatively homogeneous audience, a profile can be used to envision an ideal member of that audience. After all, it's often easier to imagine addressing another individual than it is to imagine addressing an entire crowd. By creating a profile of an ideal individual reader, a writer can better understand the needs of a larger group of readers. In cases where a writer must write for a large and diverse audience, multiple profiles might be called for— each representing a different type of audience member.

Creating an audience profile?

A good audience profile should address several sets of questions:

- Who is my primary audience? (Envision one real person or one idealized but fictional person.)
- Purpose: What purpose can this writing serve for my audience? How will they use it? Why do I think they might use my writing in this way? How would I like them to use it?
- Attitude: What is my audience's attitude toward, and probable reaction to, this writing? Why do I think they might react this way? What attitude do I hope they'll have toward my writing? Why do I want them to have this attitude?
- Evidence: What kinds of evidence will my primary readers prefer? Why do I think they might prefer these kinds of evidence? What kinds of evidence do I think they ought to get? Why do I think so?
- Arrangement: Will my primary audience expect to see certain patterns of thought (ways of arranging my ideas) in my writing? What patterns will they expect? Why do I think they might expect this? Notice that a good analysis should help a writer anticipate not only what an audience might want but also why those assumptions are valid. A writer can guess that an audience may want one thing or another, but what if the writer guesses wrong? It's better to do a little research and at least make educated guesses about an audience than to make unfounded assumptions. This is true especially with high-stakes writing.

Design: The design of this document must show professionalism. Please visit the Lynda resources of DSU Library ([link](#)) to study the uses and features of the following desktop publishing softwares: Adobe InDesign, Adobe PageMaker, iStudio Publisher, Adobe FrameMaker, and Microsoft Office Publisher. Your group is asked to focus on one of these softwares and compose the project in that.

Adding picture to the profile:

One way to envision an ideal reader would be to incorporate an image that indicates what that reader might (or does) look like. If you're going to write to a real reader, you might include a picture of that person to help you visualize your audience. If you're going to write to a fictionalized ideal reader, you might use something like an avatar or clip art. You can find avatars by using Google to search for "creative commons face avatars." I found the images below using such a technique. (Caution: Some image files contain malicious code. By looking for images licensed under Creative Commons, you might reduce that risk.)



Nathan Serrano

BANKING EXECUTIVE

“I am taking lessons in spoken Russian. However, I realize that knowing the language might not be enough to know a culture.”

About Nathan:

- Executive at Veriweldy Bank of America
- Highest degree: MBA
- Age: 39

Personal Goals

- Leads a very busy professional life. He would like to give more time to his travel blog.
- He loves entertaining.

What would he look for in the intercultural communication manual

- Appropriate and inappropriate customs
- Common jokes
- Common expressions
- Tips on management skills in Russian culture

Nathan graduated in Communications from University of California in 2005, Berkley. He worked as an investment banker in a firm in Los Angeles. He joined Veriweldy Bank of America in 2009. Within two years, he reached a high executive position. He leads a very busy lifestyle and hardly gets to interact with his kids on weekdays.

He is an extremely organized person. He uses virtual folders to keep his paperwork in order both at work and at home. He is also a multi-tasker and extremely efficient in his professional.

Nathan is preparing to move to Moscow in order to oversee a new branch of his company. He is looking forward to experiencing the rich artistic and culinary history of Russia. His wife and two sons might be joining him in about 6 months after he has left for Moscow. He wants to seep into the culture and find out whether the move to a different country will be good for the kids.

Nathan drives a Chevy Silverado. When he is not in one of his mountaineering or ice water fishing trips, he likes to read. He is a soccer player on weekends and owns a travel blog. He has a large group of friends.

About the Profile above:

- Students created this user profile for a project in Intercultural Communication. They designed a manual on how to communicate effectively with Russian corporate communities.
- Nathan is being transferred to Moscow for a year for a company engagement. He is a potential user of the manual.
- Nathan is a potential client who will use the instructional manual.
- Nathan is a fictitious character
- Why do all this: Like we discussed in class, we are attempting to *humanize* the audience that our document with target.
- Above is the kind of thing I am expecting you folks to come up with for this assignment. Creating a diverse pool of personas will help you to targets a diverse audience.
- If still in doubt, send me your work.
- This can be a fun really assignment... be creative :D

AUDIENCE PROFILE WORKSHEET

You may use the worksheet to plan your audience profiling and persona design

Reader's Name:

Reader's Job Title:

Kind of Reader:

- Primary
- Secondary

Education:

Professional Experience:

Job Responsibilities:

Personal Characteristics:

Personal Preferences:

Cultural Characteristics:

Attitude Toward the Writer:

Attitude Toward the Subject:

Expectations about the Subject:

Expectations about the Document:

Reasons for Reading the Document:

Way of Reading the Document:

- Skim it
- Study it
- Read a portion of it (Which portion?)
- Modify it and submit it to another reader
- Attempt to implement recommendations
- Use it to perform a task or carry out a procedure
- Use it to create another document
- Other.

Reading Skill:

Reader's Physical Environment: