



Tech-Tac-Pro

MEMORANDUM

To: Dr. Christine Boese
From: Krystal Davis
Date: October 11, 2001
SUBJECT: AUDIENCE ANALYSIS

AUDIENCE IDENTITY & NEEDS:

Primary Audience – Students (undergrad/grad)

Secondary Audience – Professors

Relationship – Customers

Intended Use – Research, ordering, selling, buying (textbooks, leisure books and other merchandise)

Prior knowledge about topic – How to navigate through a website

Additional information needed – Read

AUDIENCE PROBABLE ATTITUDE & PERSONALITY:

Attitude toward topic – Indifferent, interested in prices, bargain shopping

Probable Objections – Time, distance to travel to get order, skeptical about online commerce

Persons most affected by website – competitors, employees of book store and students

Temperament – Impatient

Probable reaction to document – approval

Risk of alienating anyone – Anyone who doesn't have access to internet, visually impaired

AUDIENCE EXPECTATIONS ABOUT THE DOCUMENT:

Reason document originated – our idea, make buying/selling books easier and cheaper

Acceptable length – Concise

Material important to this audience – Costs

Most useful arrangement - Problem-causes solutions

Tone – Enthusiastic, businesslike

Cultural considerations – Multicultural, English language

Intended effect on this audience – win support, change behavior

Due Date – December 10, 2001