

Multiple-Audience Analyses

The main purpose of the PSA site is to serve the community by educating and providing information. Since the needs of the community are diverse, they can be best answered by addressing the individual needs of its members. That is why knowing the different audiences is a key to the success of the PSA web presence. This document breaks down the multiple audiences that need to be served by the same web portal.

Community Leaders

What the audience knows:

- ✓ They are the leaders of the community. They know what their responsibilities are. (They serve as links between their community and higher forums. As such, they need to be well-informed about the needs and potentials of their community. Since they are opinion leaders, motivators, organizers within their communities, they need to be well-informed about the issues their community is interested in. If they want to avoid the role of an info-bank, they need to be able to reference their information sources.)
- ✓ They know that Clemson has to offer. (The questions are: Do they know everything Clemson has to offer? Do they know how to find it out?)
- ✓ They know the value of the World Wide Web. They are computer literate.

What the audience values:

- ✓ Time
- ✓ Information
- ✓ Credibility of sources (to protect they own credibility as well)
- ✓ Chance for self-promotion (to tell their own success-stories)
- ✓ Examples (to hear success-stories)

What the audience needs:

- ✓ They need to find what PSA has to offer, and they need to find it fast.
- ✓ They need an abundance of information.
- ✓ They need to have the information well-organized, preferably tailored to their needs.
- ✓ They need to be engaged, but not to the cost of their time.
- ✓ They need have a chance to have some input.
- ✓ They need accountability.
- ✓ They need to be able to reference their sources to the community members.

Farmers

What the audience knows:

- ✓ Many farmers share many of the same skill sets as their neighboring farmers.
- ✓ Farmers need information to be quickly and easily accessible.
- ✓ Farmers need information that is going to relate to the current situations occurring on the farms, i.e.: fire ants, soda apples, etc...
- ✓ Farmers could use a chat room link up to discuss problems they are having on their individual farms to remedy problems through collaborative efforts.
- ✓ Many farmers are beginning to realize the importance of the World Wide Web and computers in general, but may still need guided support to better understand the evolving technologies.
- ✓ Farmers know about working long hours in the field.
- ✓ Farmers are in tune with the physical and environmental settings they work in on a daily basis and the changes that may occur at any moment.

What the audience values:

- ✓ The audience values hard work and a job well done.
- ✓ The audience values a completed job on tight schedules.
- ✓ The audience values assistance from fellow farmers when a problem arises
- ✓ The audience values clear and concise objectives with a means to an end.
- ✓ The audience values the freedom to complete their jobs without interference from government
- ✓ The audience values the assistance of the government in times of hardship, i.e.: flooding, frosts, drought, etc...
- ✓ The audience values the opinion of the consumer based on the quality of the goods the farmer is supplying.

What the audience needs:

- ✓ This audience needs to utilize the technology that is available to them.
- ✓ This audience needs to take advantage of the resources provided to them by Clemson University.
- ✓ This audience needs to realize the importance of education in their lives and their family's lives.
- ✓ This audience needs a forum for them to discuss the general and specific problems that occur on an everyday basis on the farm.
- ✓ This audience needs a resource that is going to answer specific questions brought up by fellow farmers and to answer those questions.
- ✓ This audience needs to be updated on upcoming community events and special statewide events that may influence their farm's success.

Gardeners

What the audience knows:

- ✓ We must not presume that gardeners that gardeners are Web savvy.
- ✓ Their knowledge can be diverse, since hits can be expected from first –time gardeners and the masters of gardening, students doing research or teachers looking for research topics

What the audience values:

- ✓ Concise information
- ✓ Ease of use
- ✓ Good links

What the audience needs:

- ✓ Information on gardening, entomology, pest control, plant identification, plant availability, weather information

Kids

What the audience knows:

- ✓ The WWW is fun.
- ✓ The WWW has a wealth of interesting info.
- ✓ There is such a thing as ‘Clemson University’, and they do things for/with kids.
- ✓ “If something does not glue me to the screen, I should forget about it right away.”

What the audience values:

- ✓ Anything that the X and Y (the coolest kids in school) value
- ✓ Fun, excitement, action, color, dynamism, sound
- ✓ Interactivity, company
- ✓ The new and unknown

What the audience needs:

- ✓ Have their senses catered
- ✓ An exciting, dynamic display of content
- ✓ To be talked to and to have a say
- ✓ See other kids, have connection to them

Social Services Community

What the audience knows:

- ✓ The audience is very well educated and understands the importance and power of knowledge.
- ✓ The audience knows the importance of education in their careers and the future careers of their families.
- ✓ The audience knows the rules and laws of society.
- ✓ The audience knows the ins and outs of many political settings and bureaucratic platforms.
- ✓ The audience knows the importance of forming a bond with the public.
- ✓ The audience knows that technology can better improve their speed in processing tasks and problem solving situations.
- ✓ The audience knows the importance of being in touch with the opinions and needs of the community.

What the audience values:

- ✓ The audience values the presentation and availability of information.
- ✓ The audience values information on the fly and easy accessibility.
- ✓ The audience values a good education.
- ✓ The audience values technology that is going to make their job easier and use their time in amore efficient manner.
- ✓ The audience values the implementation of rules and regulations to assist in the safety and well being of the individual in a community.
- ✓ The audience values the understanding of the community in relation to the limitations of the social community officials.
- ✓ The audience values information which is brief and to the point.
- ✓ The audience values time on the job.
- ✓ The audience values the importance of sticking to a tight timeline.

What the audience needs:

- ✓ The audience needs a forum to discuss upcoming events and occurrences in their job.
- ✓ The audience needs to understand the needs of the community.
- ✓ The audience needs to understand the problems faced by the community.
- ✓ The audience needs to build a positive relationship with the community and serve it to the best of his or her ability.
- ✓ The audience needs to take advantage of the technology presented by Clemson University.

Educators

What the audience knows:

- ✓ The web can still be new to some
- ✓ Others can be the savviest of web surfers

What the audience values:

- ✓ Interesting information
- ✓ Links to other sites with more detailed information for higher level researches

What the audience needs:

- ✓ Simple navigation for less savvy users
- ✓ Ideas for projects for students
- ✓ Current research information (what, where, by whom)
- ✓ Chat space

Current College and University Students

What the audience knows:

Of the all of the audiences of this site, students are probably the most web savvy. Though their skills range from novice to expert, most students will not find navigating through the site difficult. In fact, as our site will use some of the latest technologies, students may find our site compelling. Students probably do not know much about Public Service and Agriculture, in general; they probably don't know the various components of P&AS or what these components do. Students in agriculture or PRTM may know a little more about PS&A. Of all the PS&A components, students may be most likely to visit sites for Extension (4-H), Cruisers, Agriculture and Forestry Research, Garrison Arena, and Food Science.

What the audience values:

As novice-expert users, students probably value web sites that reflect an extensive knowledge of the web. They may also value efficient retrieval of information. As the PS&A network is extensive and as students may not understand the relevance of PS&A to their lives, students may value a highly organized structure, with the most appealing or interesting links the most apparent.

What the audience needs:

Since students may not know anything about PS&A, they may only venture onto the site because of a class assignment. Students in fields of agriculture, life sciences, or recreation may visit the site more often than others. These students may appreciate more direct route to whatever information they need rather than a route set up to advertise sections of the PS&A.

Development & Fund Raising/News Media

What the audience knows:

Most likely members of this audience group are not especially web savvy. However, they probably have vested interests in PS&A and therefore may understand very well what at least a few of the components of PS&A do.

What the audience values:

These people may provide the financial support for many of the PS&A activities. Therefore, they will want to see positive results of the support they have given PS&A. A well organized, sleek-looking site will be appealing to this group.

What the audience needs:

This group will need information pertaining to community events or to new initiatives.