

Audience Analysis Objectives: (for each project, we will)

- Identify target audiences or users
- Identify target audiences' needs
- Determine what we can do to address these needs
- Identify what kind of help we need to address these issues

1. What services, products, or tools will be developed as a result of this project? What do you currently envision?

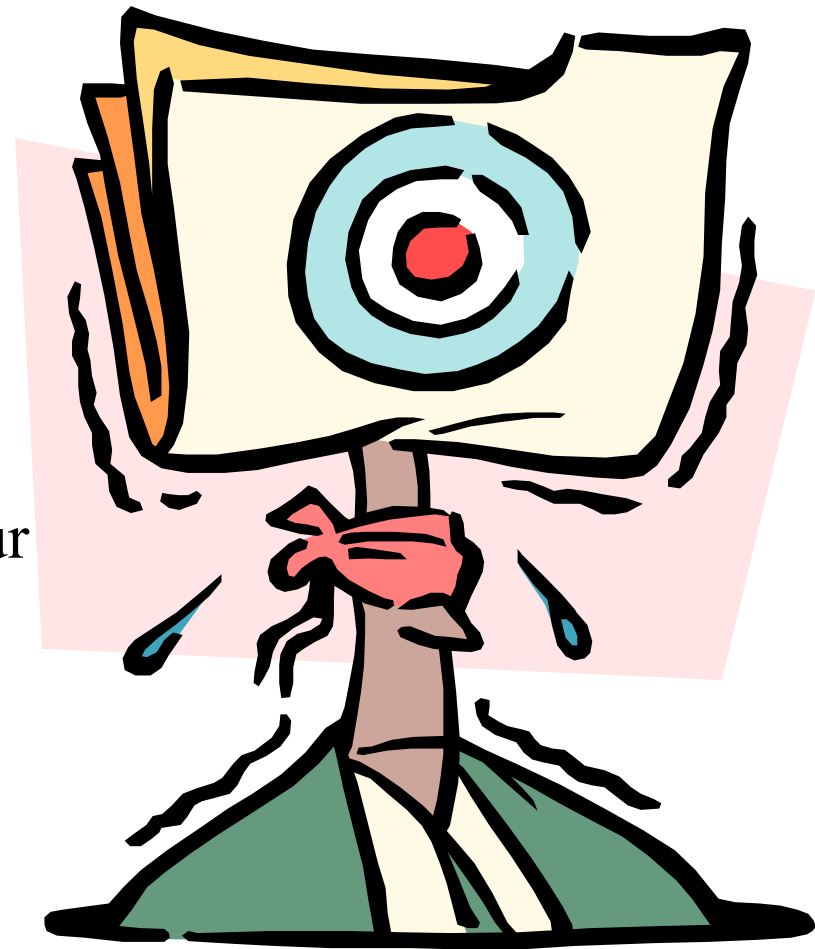
2. What types of things will your product or tool do? What are its capabilities? Write down what you currently envision.

What is a target audience?

→ Main group or groups of people who benefit from your products, tools, or services.

What is a secondary audience?

→ Group or groups that may find your project useful, but **are not** your primary customers.



Who is your target audience? Likely suspects include:

- Coastal Resource Managers & Staff
- Planners & Planning Agencies & Staff
- Public Works/ Utilities Managers & Staff
- State & Local Officials
- State Departments & Agencies
- Environmental Groups
- Builders & Developers
- Other Coastal Cities, Counties, & States interested in smarter development
- Smart Growth Network Participants
- Other NOAA Users

Audience Analysis Worksheet

3. Use the following questions to help you identify your audience(s). Remember that your project can have more than one audience.

Who will be the main users of your product or tool? Think: who is it essential that I reach with this product or tool? This is your target audience aka the main users. List these below.	Who else might find your product, tool, or service useful? Think: Who would it be nice to reach? List other possible audiences that are NOT your primary customers below.
<p style="text-align: center;">Target Audience(s)</p>	<p style="text-align: center;">Secondary Audience(s)</p>

Why target your audience?

- Different users have different needs
- You can take one effort and with a little tweaking make it useful to more than one audience.
- Helps you provide your audience with the tools, knowledge, and alternatives they need to take action.
- Helps you market your service, product, or tool more effectively



Audience Analysis Worksheet

4. Audience aka user groups will use any product, tool, or service that benefits them. So for the main audiences you've identified, complete the following table.

List your Target Audience(s)	How will your product, service, or tool benefit this audience / user group as currently envisioned? Or what is the value added?

5. Pretend to be the main audience or user group(s) you identified above. Put yourself in their shoes. What are ways we can tweak the product or tool to make it more useful? OR what types of things (e.g. model ordinances) can we add to make the product more useful?

List your Target Audience(s)	Remember the difference between an okay product/tool and a great product/ tool is how well it does its job. What are specific things we can add to make the product or tool more useful to this user?

Audience Analysis Worksheet

6. So, we've thought of additional features that make the service, product, or tool more useful to our target audience. Remember the example we began this session with (new software, fishing gear, appliance, camping gear, power tool). Think about usability, accessibility, understanding the tool's purpose, next available steps, what is involved with taking an action, etc. Then answer the questions below.

List your Target Audience(s)	What information will your audience need to know to use the service, product, or tool AND be happy with it?	What do we need to do to make sure this information is included?

Audience Analysis Worksheet

7. Audience aka user groups will use any product, tool, or service that benefits them. So for the secondary audiences you identified above (worksheet 2) complete the following table.

List your Secondary Audience(s)	Why would these groups be interested in your product, service, or tool? How do they benefit?	Does this audience benefit from the project as currently envisioned?

Audience Analysis Worksheet

8. Pretend to be the secondary audience or user group(s) you identified above. Put yourself in their shoes. What are ways we can tweak the product or tool to make it useful? Remember the idea is “to get more bang for our buck” by looking at ways we can address a larger audience or make product useful to secondary audiences.

List your Secondary Audience(s)	Remember we are NOT saying create a new service, product, or tool. Just think, what <i>simple</i> adjustments could be made to the main project to make it better fit other user groups. What are specific things we can do to make the product or tool more useful to this audience? i.e. additional info, how to guide	How much effort is required to add this? Lots of effort, some effort, little effort

Audience Analysis Worksheet

9. So, now we have thought of ways we can tweak our services, products, and tools to make them useful to interested secondary audiences. Pretend that you decide to make this version available, what information might be necessary for this secondary audience to take full advantage of this product or tool? Think about installation, assembly, trying to figure out what does what, etc.

List your Secondary Audience(s)	What information will your audience need to know to use the service, product, or tool AND be happy with it?	What kind of help do you, as project leaders/team members, need to make sure this gets done?

Audience Analysis Worksheet

10. Wrap-Up. Thinking about what we've done today, how can we take this audience analysis information and use it to improve our CSI products?

What steps can you take to incorporate this information into your service, product, or tool development?	Who is going to do this?	What additional information will this person need? Who should he/she contact to get it?