

General instructions

- Copy and paste the questions (on the next slide)
- Answer them according to the responses you get from your intended target audience (i.e. your classmates from different fields of art and design)
- Afterward, each member of the group will submit his/her own analysis to the Assignment box

Audience analysis: Questions

Who are they? For this talk, your audience will be your classmates who are educated, but who may not be familiar with your area of expertise.

1. List the members of your group (who represent your target audience). Include the following information: first and last name, field of study, years of studies completed.
2. What do they want to know about your topic? List questions that they have.
3. What do they hate/fear? List objections or emotional comments that might cause them to reject what you are saying about your topic.
4. What do they like/need? List likes and needs that can translate into benefits that outweigh the objections.
5. What concepts are unfamiliar to them? List concepts that need explaining.
6. What do they already know? List concepts that you can use to explain the unfamiliar ones. Plus, list old news that you don't need to bother with.
7. How does your topic connect to the day-to-day lives of your target audience? If it doesn't, what connection could you make to convey the relevance of your topic to this audience (i.e. Why should they care? Why should they be interested in listening?)