

Electronic Publishing Service

Audience Analysis

For considering the use of (CBT) Computer-based Training.

Question	Answers Check all that apply	Notes
How many people will use this product?		
What are the ages of these people? Note: This helps determine reading level, computer literacy, learning evaluation methods, and delivery format.	Under 12 12-17 18-25 26-35 36-45 46-55 Over 55	
What industry do these people work in? Note: Helps determine the level and quality of technical information to be developed and any special needs to secure and process that information.	Manufacturing Insurance Health care Real Estate Technology Education Government Professional Banking Financial Service Retail Other	
What are their job titles or classifications? Note: Determines the academic content and topic layout, tasks lists and their priorities.	Clerical Managerial Professional Technical Administrative	

Electronic Publishing Service

<p>What is the educational achievement range of the audience?</p> <p>Note: Supports the reading level data, degree of information to include, and method for evaluating learning.</p>	<p>Less than high school?</p> <p>High school?</p> <p>Some college?</p> <p>Bachelor degrees?</p> <p>Advanced degrees?</p>	
<p>What is the average work experience of the audience in their current occupation?</p> <p>Note: Helps determine instructional categories: Beginner, Intermediate, or Advanced.</p>		
<p>Will they use this product at home or at work?</p> <p>Note: Helps determine the delivery media, method, and access to learning content.</p>		
<p>Will they use it for entertainment or for work?</p> <p>Note: Multimedia support may disrupt normal work environment.</p>		
<p>How frequently will they use the product?</p> <p>Note: Determines the volume of user access, bandwidth, server requirements and stability, degree of technical support.</p>	<p>Daily?</p> <p>Hourly?</p> <p>Weekly?</p> <p>Monthly?</p> <p>Irregularly?</p> <p>Once or twice a year?</p>	
<p>How long will they use the product at one sitting?</p> <p>Note: Helps determine the length of each training module, screen content, and ergonomic safety issues.</p>	<p>5 minutes,</p> <p>10 minutes?</p> <p>An hour?</p>	
<p>What is the task they most frequently will perform when using the product?</p> <p>Note: Frequent tasks performance will be considered important topics and will determine the level of content to present to the user.</p>		
<p>What are the secondary and tertiary tasks?</p> <p>Note: Use to develop sub sections of the main objectives of each chapter/topic.</p>		
<p>Would most users be considered subject-matter experts? For example, if the software is for preparing tax returns, are the user's accountants or professional tax preparers?</p> <p>Note: Helps determine the methods to use to not present information they already know.</p>		

Electronic Publishing Service

<p>How large are the organizations most users work for?</p> <p>Note: Helps determine the CBT application attributes, management requirements, and volume of interaction with the user.</p>	<p>Fewer than 50 employees</p> <p>51-100 employees</p> <p>500 employees</p> <p>5,000 employees</p>	
<p>Will the users receive any formal training on the product? Classroom, self-guided tutorial, CBT, interactive multimedia?</p> <p>Note: CBT may not be the best way to educate the user if any of this items have been shown to be successful. However, CBT can help supplement the above.</p>		
<p>What are the users standard working hours? Days, evenings, weekends, swing or graveyard shifts?</p> <p>Note: Determines the accessibility needs for the user and availability of technical support.</p>		
<p>Does a help desk or technical support group support the users?</p> <p>Note: If not, online help will be made available in the application or on the web site. This also determines the need for a FAQ (Frequently Ask Questions) database</p>		
<p>Is this support available during the users standard work hours? After hours?</p>		
<p>How will the users reach the support group?</p>	<p>Telephone</p> <p>Email</p> <p>Fax</p> <p>Letter</p> <p>In person</p>	
<p>What percentages of users call the help desk or technical support group in the first 6 months of using the product?</p>		
<p>How many users a day call the help desk or technical support group about this product?</p>		
<p>Is there a formal users' group for the product at the user's worksite?</p>		
<p>What is the average length of time the customer has been using a computer?</p>		

Electronic Publishing Service

What is the average length of time the customer has been using a computer to do this task?	Less than one month 2-6 months 7-12 months Over 12 months	
Has the user had a formal computer literacy training course? What is the content of that course?		
Are the users given proficiency testing on a computer prior to being employed or advanced to the position in which this product is used?		
What is the average length of time the user has used the following operating systems?		
MS-WINDOWS XP		
WINDOWS 95/98		
Unix		
Macintosh System 7 or System 7.5		
Other		
What percentages of the users have experience with a similar piece of software? For example, WordPerfect users who switch to Word?		
Was the user involved in the decision to purchase or use this software product?		
Does the user have a personal copy of the product documentation on their desk? If not, where is the documentation located and do they have easy access to it?		