Audience Profile Sheet for the Recommendation Report

# Decisionmaker Information

This section of the audience profile focuses on the person you are writing the report for. It may be the business owner, the nonprofit director, the department chair, and so forth.

1. Decisionmaker’s Name (including honorific, if applicable)

2. Decisionmaker’s Business Mailing Address (needed for your report’s front matter)

3. Decisionmaker’s Job Title

4. Job Responsibilities (What does this person do for the business, nonprofit, or organization?)

5. What does the decisionmaker know about Website Design (or document design in general) and creating online content?

6. How does the decisionmaker feel about the website?

# Website User Information

This section of the audience profile focuses on the people who use the website and who are patrons of the business, nonprofit, or organization.

1. What do people come to the website for? Or what might people come to the website for?

2. What do people come to the business, nonprofit, or organization for? People might visit in person or virtually, depending upon the kind of organization it is.

3. What categories of people are patrons of the business, nonprofit, or organization? Some categories are college students, families, children, and other businesses.

4. What technology do users of the site need? How does the technology match what the people who visit the site typically have?