Audience analysis questions for ENGL 304 – WVU web site

1. List the audience members that you believe are the top 5 most important members to this website. Be prepared to explain why. Add to the list the other audience members your group identifies.

2. What is the ‘situation’ or ‘context’ for your top 5? What are their needs and why are they coming to the site?

3. What are your audience’s expectations for the site?

4. Can you describe what you think the different attitudes of your top 5 will be?

5. What is the desired ‘result’ after your determined audiences visit the site?

6. Finally, identify 3 major changes between the old and new sites and explain why you think those changes were made.