

Audience Profile Sheet/ Lab Report

Reader's Name: (Required) (Are they male, female, other? Create a user profile/persona that has specific wants, needs, expectations, and)	Nicholas Freddy, Male
Reader's Job Title: Required. (Cannot be a Student)	Nurse Practitioner
Kind of Reader: Primary <input checked="" type="checkbox"/> Secondary <input type="checkbox"/> Tertiary <input type="checkbox"/>	
Reader's level of education: (Cannot be a Student) High School <input type="checkbox"/> Associates <input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/> Doctorate <input type="checkbox"/>	
Reader's level of professional experience: (Cannot be a Student) (Example: entry-level (0-2yrs) early-career (3-5yrs) mid-career(6-10yrs) advanced professional (10+years)	4 years experience
Reader's job <u>role</u> in the organization, and general job responsibilities: (Cannot be a Student) Gatekeeper <input type="checkbox"/> Staff <input checked="" type="checkbox"/> Managerial <input type="checkbox"/> Decision Maker <input type="checkbox"/> General Duties:	(Role Examples: Gatekeeper : screening preliminary information before passing it to higher-level decision makers. Staff : Seeks information and practical solutions that can reduce resource consumption while improving productivity Managerial : Screens the Gatekeeper's suggestions, may decide to implement documentation, or forward it for additional approval to Decision Maker : High-level individual(s) who make critical decisions for the organization.)
What are the things the Reader wants from your document?	Information on a good temperature to charge their cell phone
What are the things the Reader needs from your document?	The best temperature to charge their phone
What are the expectations the Reader has for your document?	A competent analysis
Reader's attitude toward you: the writer (Example: Are they skeptical about college students? Are they confident that you are a valid and credible source of information?)	Confident
Reader's attitude toward the subject/topic?	Interest
Reader's approach to the reading of your document? Skim <input checked="" type="checkbox"/> Study <input type="checkbox"/> Forward to colleague(s) after screening your document <input type="checkbox"/>	
Reader's English Reading Skill: Low-Beginner <input type="checkbox"/> Mid-Beginner <input type="checkbox"/> High-Beginner <input type="checkbox"/> Low-Intermediate <input type="checkbox"/> Mid-Intermediate <input checked="" type="checkbox"/> High-Intermediate <input type="checkbox"/> Low-Advanced <input type="checkbox"/> Mid-Advanced <input type="checkbox"/> Highly Advanced <input type="checkbox"/>	
Environment where your Reader will consume your content: (Examples: Outdoors on a test site, in an office cubicle, on their commute to/from their workplace, on an electronic device phone, tablet, laptop?)	In an office.