

## Audience grid feedback

1. Review content of the document
2. With a partner(s), please discuss:

Question	Answer
Which target audience applies to you?	
What motivators, barriers, and messages did you identify with (for your target audience)?  Which ones didn't make sense or did not seem to apply?	
What needs to be clarified, added, or removed?	
What other target audiences are missing from this grid (e.g., Data analysts, IT, etc.)?  Generally, what do they need to know?	