

Audience Analysis for Brook's Art Studio

1. Who is the target audience?
Art Coaches who instruct new art students who believe they "don't have a creative bone in their body" and "can't even draw a stick figure"
2. Tell me about their basic demographics (gender & age)?
Mostly Female, 30-60 years old.
3. What role is this training for and at what level?
Art Coaches who are new or experienced in the field.
4. What prior knowledge do they have? What is their experience? Are there prerequisites? Education level?
Some are completely new to teaching art, some are thoroughly experienced, self-taught or have a formal education in art. The only prerequisite is they have experience working with other people in a customer service environment.
5. What is their work environment like? Do they have access to computers?
At the job, they can use their mobile device, but they usually have access to a computer at home that is used for remote training.
6. What is their primary language and geographic area? Culture?
English, American.
7. How many people are included in the target audience?
20+
8. What is their technical proficiency and skill set?
This varies widely. But most can navigate a computer at the basic level. Some know how to draw, some do not.