

ePortfolio Audience Analysis (4/6/2017)

Before we can design an effective website (any website), we first need to know first we need to think a little more about this audience. More specifically, we need to 'empathize' and to consider their desires and expectations regarding our work.

Please hand in this document.

Complete the following two part exercise to analyze audience and then prototype an ePortfolio. Use the worksheet below to complete the audience analysis. Use a separate piece of paper to wireframe your ePortfolio design.

Part 1: Purpose and Audience Analysis

Consider the purposes of your ePortfolio (e.g., to meet a requirement, to reflect, etc.). For each purpose, consider the potential audiences who will be interested in reading some portion of your portfolio. Finally, imagine the sorts of artifacts they'll want/need to see in order to evaluate your portfolio as you'd like them to.

| Purpose(s) | Audience(s) | Notes |
|------------|-------------|-------|
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For each audience, use the notes column to address the following questions:

- What interest does this person or group have in my ePortfolio? *Why* will they read it?
- How does the reason each reader brings to their reading shape how you'll need to design the portfolio? What does each audience "need" or expect? What artifacts will they want to see?
- When will these readers interact with your portfolio? At what stage in the development of the portfolio will each reader be checking in?

We could take the Cornerstones Assessment Committee as an example. They have to read it, but why? They're reading every portfolio...what does that suggest about what they'll need or want? When will they be reading? At what stages? Other possible audiences...you, your peers, parents, your adviser, an HR rep, an internship coordinator.

FYEP Artifacts +
Selected Evidence
of Learning

SYEP Artifacts +
Selected Evidence
of Learning

Junior Year
Reflection Essay +
Selected Evidence
of Learning

Professional
ePortfolio for
Career/Internship
Placement