

Project: JCarousel Lite Javascript Tutorial

Audience Analysis

1. Skill and Experience of Anticipated Readers

In terms of direct skills related to the use of Javascript engine codes, the average reader will already have at least some knowledge on the use of related materials, which likely may include some or all of the subject matter. It can be fairly assumed a good portion will be looking to either brush up on existing skill-sets or revisit previously-learned but now forgotten material. In a very few cases it will be their very first foray into the topic. Thus some knowledge of the most basic elements of javascript coding can be assumed for the great majority of the readers of the tutorial, and it is to them we will focus the delivery method and syntax of the instruction. In choosing a general category of over-all competency in JCarousel Lite of this target group, the audience analysis showed this to be at the intermediate level.

2. Language, Education, and Personal Characteristics

This type of training is routinely posted online so the audience for a tutorial on an intermediate level programming will definitely be international. The syntax of the Javascript language uses a majority of mathematical phrases in its function sequences. However it, like the great majority of other coding scripts, has its base command words in English. Thus we know that our audience has at least some command of English. This stated, it will still be very appropriate to build out written discussions using simple, easily understood language. Easily translatable words using methods like Google translate will greatly assist the reader in understanding the lesson, and correspondingly increase our audience.

In attempting to grasp the overall education level of our target group, it is quite a daunting task to cull data from an international community of millions. Very little comprehensive data on the traits and education levels of programmers worldwide has been published, but given our long-term experience in the field and our activity within the blogs and forums, a good general consensus may be reached. Virtually all of our target audience will possess advanced education skill-sets, or be in the process of acquiring them. A definition of advanced here shall be 'beyond standard high school curriculum'. The educational and reading interests of this group lean toward the scientific and/or technical, with the majority falling into the 'enthusiast' category of these disciplines. While they possess a generally higher level of comprehension in mathematics, the related blogs and forums to this subject matter attest to the fact that even within the

English-speaking market segment of programmers, reading and writing levels are well inside the norm, and in many cases demonstrably lacking. Our audience will readily grasp the mathematical portions of the document, and we will write it at a roughly 7th—8th grade reading level.

The personal characteristics of our audience will most certainly encompass the full spectrum of the human psychology, but some generalities are discernible from our primary source of the blogs and forums, as well as our audience analysis data. The group will be predominately male and in an age range of 19 to 45 years of age. They also tend to have audibly short patience with materials poorly produced or in which points and instruction made are not done in a competent manner, i.e. missing components and structure.

3. Information Access and Reason for Interest

Training materials for open-source Javascript are almost always posted online so our audience will look for this type of training on the internet first. Immediately understandable to the programming community, the classification for this scripting method is referred to as ‘open-source’, defined as freely available, unlicensed, ready-to-use code and documentation. Many, for example, are already using widely available Javascript code-lets, and merely want to tweak a piece of code into doing precisely what they want it to do. Hence it will serve our audience to use searchable phrases within our written documentation that are relevant to the instruction provided. Borrowing a tidbit from our project outline, an example header of this is “How to install and the JQuery Carousel Lite Auto-Scroll”. The use of appropriate keywords in our document will greatly assist our audience in finding the tutorial.

The primary reason for the reader’s interest is to learn how to use this very specific piece of Javascript coding. The open-source JQuery library, of which this module is a part of, encompasses hundreds of applications, and is used constantly within the online programming community. In many cases the reader will already have an installed application, and will arrive at our tutorial to learn how to adjust its features. These readers in particular will definitely want copy & paste code snippets for their use; hence we will include appropriate and copy-ready examples for every topic we cover. A very small minority will be in the process of learning how to code Javascript for the very first time, and to these individuals we will provide resource links for a more in-depth look at the core functionality of the code, as the majority of our readers will be looking to discern what they individually consider the useful [relevant], data they need in a reasonably quick and concise manner.

4. Learning Style and Formatting Requests

The learning style of our audience is going to be specific to methods used in the introduction

of programming topics, such as those found in comprehensive books on the subject. This said, many tutorial sites have reader blog sections where they are specifically asked to comment on the material presented, and from these we have an excellent resource as to what readers want to see. Summarizing here, the best format to engage our audience is to address each item in the following manner:

Header—Introduction —Example—Instruction—Demonstration—Demonstration Notes—Usable Code (download)—Installation Instructions—Blog Address for Further Instructions

The installation instructions are a particularly important feature of our tutorial, as in spite of all information given, many readers will not be certain exactly how to load a code product and such endeavors must be exact in order to work. Many of the reader responses to existing tutorials online are predominately filled with questions that basically say, “Great, now where do I put this in my application?” Much of the available learning material posted online is being produced by programmers with little professional writing experience, hence the overwhelming majority have a great deal of ‘you-understood’ content which lacks critical steps, in this case learning components, that are of tremendous time value to the reader. Our audience will significantly appreciate an appropriate yet thorough level of detail in regards to the steps taken to implement what they have learned.