

9.1 Audience Appreciation

Syllabus 2026 - 2028

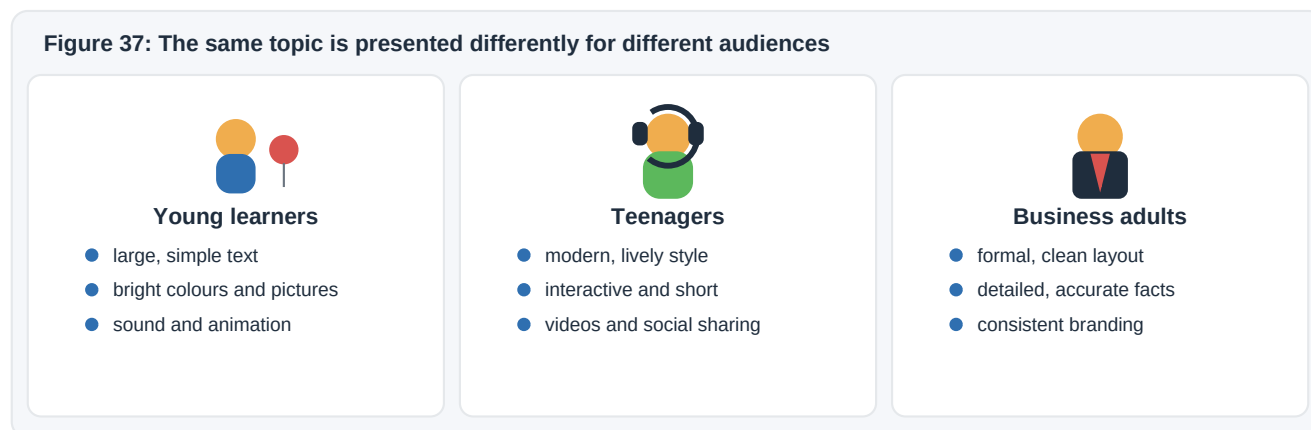
WHAT YOU NEED TO KNOW

- Showing a clear sense of audience and purpose
- Planning ICT solutions that are responsive to, and respectful of, the needs of an audience
- Analysing the needs of an audience when creating ICT solutions

Audience and purpose

The **audience** is the group of people who will read, watch or use an ICT solution, such as a website, presentation, document or app. The **purpose** is what the solution is meant to do: to inform, teach, persuade, entertain or sell. A good solution shows a clear sense of both, so that the content, language, layout and media suit the people using it and what they need.

Figure 37: The same topic is presented differently for different audiences



Factors to consider about an audience

Factor	What to think about	Example response
Age	Reading level, interests and attention span	Young children: large text, pictures, short sentences. Adults: more detail, formal tone
Knowledge and skill	What they already know, and how well they use technology	Beginners: clear steps and no jargon. Experts: shortcuts and technical detail
Language	First language, reading level, terms they understand	Plain language; avoid slang and complicated words; offer translations
Culture and beliefs	Customs, values and sensitivities	Respectful images and words; avoid stereotypes and offensive content
Special needs	Visual, hearing, movement or learning difficulties	High contrast and large fonts; captions and audio descriptions; alt text; keyboard-only navigation
Device and connection	Mobile phone or computer; slow or costly data	Small file sizes; layout that fits a phone screen; downloadable versions
Interests and purpose	Why they are using it and what they want to find	Easy navigation to the most-used information

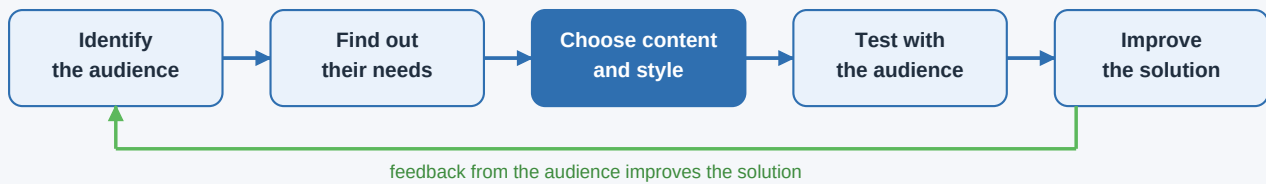
Planning a solution that is responsive and respectful

- **Responsive:** change the content and design to meet the audience's needs, for example a simpler layout for beginners and a mobile-friendly version for people on phones

- **Respectful:** use polite and appropriate language, treat all groups fairly, respect beliefs and culture, protect their personal data and give credit for other people's work
- Use fonts, colours, images, sound and video that suit the audience and purpose, and keep a consistent style
- Make the solution **accessible** so that everyone can use it, including people with disabilities

Analysing the needs of an audience

Figure 38: Planning for an audience



- **Ask them:** use questionnaires, interviews and focus groups
- **Observe them:** see how they use similar products
- **Study existing solutions:** note what works and what does not
- **Build a profile** of a typical user: age, skills, needs, devices
- **Test a draft** with real users, collect feedback and improve it

Example: road safety information

	For 6-year-old learners	For adult drivers
Language	Short, simple words	Technical terms and laws
Layout and images	Cartoons and large pictures	Charts, photographs and statistics
Style	Bright colours, large fonts, a game	Formal, subdued colours, clear headings
Media and length	Short song or animation	Detailed article or video

EXAM TIP

Never describe an audience as 'everyone'. Name the **group**, say what it **needs** and show how a particular design choice meets that need, for example 'large fonts, because the audience is young children who are learning to read'.

Key terms

Term	Meaning
Audience	The people who will use or view an ICT solution.
Purpose	What the solution is meant to achieve.
Accessibility	Making a solution usable by people with disabilities.
Responsive design	A design that adapts to the device and the user.
Alt text	A text description of an image for screen readers.
Caption	Text that shows the words spoken in a video.
User profile	A description of a typical user's needs and skills.
Feedback	Comments from users about the solution.

Practice questions

Answer each question in full sentences. Command words used: State (give a short answer), Describe (say what it is like), Explain (give reasons), Analyse (break it down and examine it), Suggest (apply your knowledge to a situation), Compare and contrast (similarities and differences), Evaluate (weigh up and reach a judgement).

No.	Question	Marks
1	State two factors that should be considered when analysing the needs of an audience.	[2]
2	Describe two ways that a website for young children would differ from a website for business people.	[4]
3	Explain why a clear sense of purpose is needed when planning an ICT solution.	[2]
4	Analyse the needs of an audience of Grade 8 learners who will use a revision app.	[4]
5	Suggest three ways to make a presentation accessible to learners who have a visual impairment.	[3]
6	Evaluate the methods that could be used to find out the needs of an audience.	[5]

Total: 20 marks