

A top-down view of a desk with a laptop, notebooks, a coffee cup, and flowers. The background is a soft, warm-toned photograph of a workspace. A laptop is open on the left, with hands typing on the keyboard. A notebook with a floral cover is in the center. A coffee cup is in the top left. A small bouquet of pink flowers is in the top right. A notebook with a blue cover is on the right. A glass of water is in the bottom right. The overall aesthetic is clean, modern, and creative.

EPISODE 003

CREATIVE ANALYSIS STAGE:

ANALYZE YOUR AUDIENCE

• BEYOND THE TEMPLATE PODCAST •

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HONEY, *You better do!*

Key Takeaways:

There are many types of characteristics and traits we should be considering in ourselves as well as our audience! Below you will find some the main categories with some examples (these are also in your reflection questions on the next page.

1. General- identities, financial means, historical backgrounds
2. Specific- competencies, attitudes, skill acquired
3. Learning Style Related- approaching new tasks
4. Prior Track Record with the Materials- high/low achievers
5. Personal and Social- maturity-level, motivation and attitude, expectations and aspirations, previous experience, innate talents and abilities, ability to adapt
6. Cultural- background and experiences
7. Accessibility Related

Community Prompt (YouTube)

VOTE on which creative competition you love the most! And, after you vote, please add any other top shows for creatives which are your favorites. Your choices are...

- The Great British Baking Show
- Face-Off
- Project Runway
- Ink Master
- Blown Away
- Making It
- Lego Masters



Reflections:

1. What are some general characteristics about yourself or your audience which could be relevant to this creative project, endeavor, or solution? These should include any identifies, financial means, and historical backgrounds.
2. What are some specific characteristics about yourself or your audience which could be relevant to this creative project, endeavor, or solution? These should include any Competencies, attitudes, skills already aquired.
3. What learning styles are preferred in yourself or your audience which will directly impact the success of this creative project, endeavor, or solution? Think about how you or they might prefer to approach learning new tasks and/or processing new information (what is most appealing to them?).
4. What is your or your audience's prior track record with achieving something new in their lives through creative solutions like the one you are hoping to build?
5. What are some personal and social characteristics about yourself or your audience which could be relevant to this creative project, endeavor, or solution? These should include maturity level, motivation and attitude, expectations and aspirations, previous experience, innate talents and abilities, adaptibility
6. What are some cultural characteristics about yourself or your audience which could be relevant to this creative project, endeavor, or solution? These should recognize the differing backgrounds and experiences which individuals bring in their acquisition of new experiences.
7. What are some accessibility related characteristics about yourself or your audience which could be relevant to this creative project, endeavor, or solution? These should recognize the differing abilities which individuals bring in their acquisition of new experiences.