

GENERALIZED AUDIENCE PROFILE SHEET

Kind of Reader: Primary Secondary

Education: High School or greater

Professional Experience: not required

Personal Characteristics: n/a

Personal Preferences: n/a

Cultural Characteristics: not important, though it might make more sense if the reader was raised in a society where sustainability is a public issue

Attitude Toward the Writer: neutral

Attitude Toward the Subject: must have a desire to understand green design

Expectations about the Subject: to become informed about sustainability

Expectations about the Document: to become informed about LEED specifically and its relation to sustainability

Reasons for Reading the Document: to become educated

Way of Reading the Document:

Skim it Study it Read a portion of it Which portion?

Modify it and submit it to another reader

Attempt to implement recommendations

Use it to perform a task or carry out a procedure

Use it to create another document

Other Explain.

Reading Skill: High school or above

Reader's Physical Environment: any environment

AUDIENCE PROFILE SHEET (SPECIFIC)

Reader's Name: Marjan Hajibandeh

Reader's Job Title: Legal Assistant

Kind of Reader: Primary Secondary

Education: B.A. in Economics, Amherst College, 2008

Professional Experience: Department of Justice, Office of the US Trustee

Job Responsibilities: administer cases, draft motions, conduct legal research

Personal Characteristics: 25-year-old, female, well-educated

Personal Preferences: dislikes passive voice in technical documents, prefers personal pronouns in descriptive documentation

Cultural Characteristics: Persian (immigrant from Iran)

Attitude Toward the Writer: Cooperative, neutral

Attitude Toward the Subject: supporter of sustainability

Expectations about the Subject: the reader expects to have a broader understanding about LEED and sustainable design

Expectations about the Document: the reader expects to be comprehensively informed about the subject

Reasons for Reading the Document: requested by author

Way of Reading the Document:

Skim it Study it Read a portion of it Which portion?

Modify it and submit it to another reader

Attempt to implement recommendations

Use it to perform a task or carry out a procedure

Use it to create another document

Other Explain.

Reading Skill: highly proficient

Reader's Physical Environment: work environment