

**To:** Professor Robert Pastel and Professor Stefka Hristova

**From:** Team Dead Birds

**Subject:** Audience and Task Analysis

**Date:** January 31, 2016

## **Purpose**

The purpose of this memo is to provide details about the intended audience for the Dead Birds web-based application, as well as what the application will do to help users document bird roadkill.

## **Task Analysis**

One of the major goals users will be trying to achieve is to document bird roadkill. This documentation falls in line with the client's desire to see how birds are affected by human interactions as well as how birds interact with habitats that have been modified by humans. The documentation will be provided to scientists who can use the data to build statistics and other analyses about bird mortality rates. In order to accomplish this goal, users will fill out a form about the type of roadkill that they are seeing, and they will be able to take pictures of the road kill to send to a database for analysis

Another major goal for the primary audience (scientists) will be to provide feedback to the other users about their submissions, particularly if there was an unknown piece of data such as bird species. The scientists can report back to the users to tell them about the information they had been missing in their observation. In order to accomplish this goal, the scientists will search the database for any submissions that have been labeled as unknown. The scientists can then try to identify the missing pieces of information so they can give that information to the users.

## **Audience**

The primary audience for the web application will be scientists who want to analyze bird roadkill and achieve one of the major goals for the application. There are no specific demographics for this audience, but the scientists should have a lot of smartphone/technological experience in order to use the application as well as analyze the data.

The secondary audience for the web application will be non-scientific users, which includes casual bird watchers or everyday drivers on the road. The demographics for this audience include young and old users who own smartphones who live in a wide variety of places. The level of smartphone/technological experience can range from new to experienced users, and their scientific knowledge can range from no or little knowledge to a lot, though it will likely not be at the same level as the scientists knowledge.