

## Rapid Audience Analysis for Software Onboarding Experience

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Audience Group	CURRENT STATE Know/Do/Feel	DESIRED STATE Know/Do/Feel
<b>Current Users</b>	<ul style="list-style-type: none"> <li>• Has prior experience and existing mental model of The Predictive Index software platform</li> <li>• May have attended a webinar session to gain additional context around the goals and purpose of the platform redesign</li> <li>• Uses the platform in support of their organization's talent optimization goals (hiring, inspiring, and engaging employees)</li> <li>• Frequency of platform use depends on their organization's goals</li> <li>• May be confused about the purpose and value of the changes made to the platform</li> </ul>	<ul style="list-style-type: none"> <li>• Understands the value of the platform updates</li> <li>• Proficient in completing tasks in the Predictive Index platform related to their company's organizational goals</li> <li>• Understands how to and is able to find help within the platform as needed</li> <li>• Feels excited about the updates and new functionality the platform provides</li> <li>• Feels empowered to begin engaging with the new version of the software</li> <li>• Feels supported with resources as they begin to engage with the platform</li> </ul>
<b>New Users</b>	<ul style="list-style-type: none"> <li>• Has no prior knowledge or existing mental model of The Predictive Index software platform</li> <li>• May not have context from their organization about their goals and purpose of using The Predictive Index solutions</li> <li>• They are logging into the platform for the first time</li> <li>• May have confusion about the overall purpose and value of the platform</li> </ul>	<ul style="list-style-type: none"> <li>• Understands the value that the platform brings to their role and overall organization</li> <li>• Proficient in completing tasks in the Predictive Index platform related to their company's organizational goals</li> <li>• Understands how to and is able to find help within the platform as needed</li> <li>• Feels empowered to begin engaging with the software platform</li> <li>• Feels supported with resources as they begin to engage with the platform</li> </ul>