

Target Audience Analysis Worksheet for E-Learning Localization

Project Information

- **Course Title:** _____
- **Target Language/Region:** _____
- **Intended Launch Date:** _____

Demographic Information

- **Primary age range of learners:** _____
- **Education level:** _____
- **Professional roles/positions:** _____
- **Industry knowledge level:** _____
- **Technical proficiency:** _____

Language Considerations

- **Primary language:** _____
- **Secondary languages (if applicable):** _____
- **Dialect considerations:** _____
- **Preferred formality level:** Formal Semi-formal Casual
- **Organization-specific terminology exists:** Yes No
- **Existing glossary available:** Yes No

Cultural Factors

- **Relevant cultural values and sensitivities:**

- **Cultural taboos or topics to avoid:**

- **Preferred communication styles:** Direct Indirect Relationship-focused Information-focused
- **Culturally appropriate examples or scenarios:**

- **Local regulations or compliance requirements:**

Technical Environment

- **Typical devices used for accessing e-learning:** Desktop computers Laptops Tablets Smartphones
- **Average internet connection speed:** _____
- **Browser restrictions or preferences:** _____
- **LMS compatibility requirements:** _____

Learning Preferences

- **Preferred instructional approaches:** Case studies Scenarios Direct instruction Group activities Self-directed
- **Appropriate assessment types:** Multiple choice Short answer Scenario-based Project-based Other: _____
- **Ideal course length/time commitment:** _____
- **Motivation for taking the course:** Required compliance Professional development Job requirement Personal interest

Stakeholder Input

- **Regional manager/contact person:** _____
- **Contact information:** _____
- **Key concerns or priorities:**

- **Previous feedback on training materials:**

Additional Notes

Action Items Based on Analysis

1. _____
2. _____
3. _____
4. _____
5. _____

Analysis Completed By: _____

Date: _____

