

Project: \_\_\_\_\_ Date: \_\_\_\_\_

## Profiling the target audience

<b>Company information</b>	
Has this good idea / better practice been implemented in the past?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> don't know
How many total patients / clients /users might benefit ultimately from this good idea if it were to be fully implemented in the team/department/organisation/community??	<input type="checkbox"/> 1—100 <input type="checkbox"/> 101—500 <input type="checkbox"/> 501—2,500 <input type="checkbox"/> 2,501—10,000 <input type="checkbox"/> > 10,000 <input type="checkbox"/> specify: _____
How many total staff might benefit ultimately from this good idea if it were to be fully implemented in the team/department/organisation/community??	<input type="checkbox"/> 1—10 <input type="checkbox"/> 11—50 <input type="checkbox"/> 51—250 <input type="checkbox"/> 251—500 <input type="checkbox"/> 501—1,000 <input type="checkbox"/> > 1,000 <input type="checkbox"/> specify: _____
Who specifically will benefit from this good idea / better practice? How many people does this represent from the total population?	
<b>Usage information</b>	
Decision-maker or influencer?	<input type="checkbox"/> Decision-maker <input type="checkbox"/> Influencer
Level of power within their sphere of influence (team, department or organisation – however, you define)	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
Type of user?	<input type="checkbox"/> Occasional <input type="checkbox"/> Frequent <input type="checkbox"/> Power
Level of awareness of this good idea/better practice?	<input type="checkbox"/> Very familiar <input type="checkbox"/> Quite familiar <input type="checkbox"/> Somewhat familiar <input type="checkbox"/> Not familiar
Currently implements a different type of practice?	<input type="checkbox"/> Yes If yes, which one? <input type="checkbox"/> No <input type="checkbox"/> Don't know

Sources of information used to make adoption decisions (Types of information or people)	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<b>Better idea Definition</b>	
What problems does the good idea / better practice solve?	
Whose problems does it solve?	
What specific barriers need to be overcome?	