

An accountant



reading a purchase order
for new company equipment

An auto mechanic



reading the service manual
for a foreign car in need of
uncommon repairs

A biologist



reading a research report
on recent bird migration
patterns in the region

A CEO



reading the latest report
on sales projections for
the next quarter

A college student



reading the installation
instructions for software
on a new laptop

A computer programmer



reading the technical
specifications for the
next system upgrade

An employer



reading a letter of
recommendation for
a job applicant

An engineer



reading the schematics for
the construction of a bridge

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A group of friends



reading the rule book for a new board game

A high school student



reading the on-screen instructions and controls for a new video game

First-time home buyers



reading the contract for closing on a mortgage

A seasoned instructor



reading the textbook for a new class he or she will be teaching next term

An investor



reading the business plan of an entrepreneur who is seeking start-up funding

Members of the board



for a major organization reading a feasibility report on a large-scale project

Newlyweds



reading the assembly instructions for their new Ikea bookshelf

A new staff member



reading the company's employee handbook

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A politician



reading a proposal for a new tax policy

A stockbroker



reading live market trend reports for a new company

A surgeon



reading a case study on experimental treatments for a rare medical condition

A young driver



reading the owner's manual for a used car inherited from an older sibling



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Acquainted



Limited familiarity with the field through some similar experience in other areas

Beginner



Very little experience in the field; may need additional guidance and support

Busy



Has a lot of commitments or responsibilities and limited time

Curious



Has a desire to learn more but not necessarily for a specific or practical reason

Educated



Has completed enough schooling in the field to function professionally

Entertained



Seeks to be entertained and engaged by the way the information is presented

Executive



Has the power to make key decisions about next steps

Expert



Has many years of experience in the field

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Seeks guidance



Is looking for specific help or step-by-step instructions to accomplish a task

Highly educated



Has an advanced degree or extensive research experience in the field

Impatient



Eager to move on to the next task

Inattentive



Easily distracted by other tasks and interruptions

Indifferent



Is not especially interested nor disinterested in reading the document

Seeks information



Is just looking for basic or general information

Interested



Is genuinely interested in reading the document

Intermediate



Has some experience in the field - enough to get by

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Novice



Has very little experience in the field; may need more guidance and support

Optimistic



Open to reading the document and hopeful that the information will be of value

Practical



Simply wants to be able to use the information to accomplish their tasks

Seeks action



Is looking for specific suggestions on what action to take and/or how to proceed

Skeptical



Willing to read the document but not convinced that the information will be of value

Straightforward



Expects information to be conveyed simply and clearly without unnecessary details

Student



Has some schooling in the field but not enough to be a professional

Technician



Responsible for actually performing technical tasks

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Trainee



Has only recently been introduced to the field (101/intro level schooling)

Uninterested



Not personally interested in reading the document



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