

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

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

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

Trainee



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

Uninterested



Not personally interested in reading the document

