

HUB AUDIENCE SEGMENTATION PROFILE

Who is this guide for?



*made for the
Designer*



*creating resources for
Audiences*

User
*Delivers content using
Hub-designed resources*

End-User
Receives the content

What is it? What is it not?



*It is a guide that
can be used
during the
planning phase,
the review
phase, and
during iterations
of resource
development
projects.*



*It gives the
Resource
Designer
practical insight
into the needs
and preference
of Hub
Audiences.*



*It provides
recommendations
for the types of
resources most
appropriate for a
specific audience.*






*It is **NOT**
audience
segmentation
for BA
Campaigning.*

*Once you have a finalized version of a resource make sure to use the **Audience Validation Checklist** to ensure it suits the specific audience you had in mind when developing it.*

AUDIENCE 1 Site-level Stakeholders	Role/Function An individual or group that must consistently adopt and demonstrate a behavior for the FF approach to be successful. <i>(most often community level audiences)</i>
	Examples Fishers, Fish Buyers, Heads of Households, Leaders of Community-Based Organizations, i.e. <i>Management Bodies, Fishers Associations, Community Councils</i>
	Design Considerations High sense of belonging: feels drawn to resources that feature Rare staff + community influencers Low tech: lack of electricity and internet is common Low literacy: prefers resources with lots of audio-visuals, prefers information in short bites Practical over Theoretical: more concerned about economic/livelihood vs conservation Modes of delivery <i>Live In-Person</i> <i>Live Remote</i>
AUDIENCE 2 Direct or Indirect Implementers	Role/Function An individual or group responsible for executing site implementation activities <i>(regardless of whether it is Rare Direct, or Service Providers/ third-party implementers under the Supported or Influenced model)</i>
	Examples Rare Program Implementation Managers and Coordinators Implementing Partner (Government, NGOs, University) extensionists, coordinators, researchers Independent Contractors Academic Partners
	Design Considerations Limited focus time: juggles lots of different program needs and activities Action-driven: has limited resources to produce/deploy activities and materials Hyper-focus: usually has experience in only one FF theme, with very low knowledge/skills in the rest Medium digital literacy: wants ease of use, familiarity with technology "First-Timers": not familiar with Rare or thematic jargon or have a deep understanding of site-level context All modes of delivery
AUDIENCE 3 Decision-Makers	Role/Function An individual or group making decisions that impact the direction of a program <i>(this decision-making ranges from programmatic to resource allocation, or operations)</i>
	Examples Executive or Program Director of Implementing Partner Organizations Regional or Department Director of Ministry, Provincial and/or Municipal Offices Heads of Ministry, Provinces and/or Municipalities Donors
	Design Considerations Efficiency: juggles competing priorities, is usually understaffed and overloaded with work. Competitiveness/ Reputation: has complimentary coastal management/ conservation program Solution-driven: could be stuck on some things where Rare can come in Reputation: wants to avoid negative associations, leverage others' positive relationships and influence Overview over Details: no time for highly technical material but prioritizes impact, numbers, and assessment in a digestible, easy-to-read format Digital-Savvy

Audience Validation Checklist

 KEY DESIGN QUESTIONS		
Is it clear WHO the resource is designed for?		
Is the content articulated (visual & text) in a way that is appropriate for the intended audience?		
Is the resource in an output/format that will appeal to the intended audience?		
Will they think it's a fun/engaging resource that will motivate them to use it more than once?		
Will it be a resource they think is easy to use?		
Is the resource designed to help the intended audience demonstrate/exhibit the desired outcome or objective?		
Can you identify what specifics are required to adapt the resource in case it is intended for a different audience?		

This checklist can be used to validate any existing material you can adapt or reuse, or any new resource develop for a specific purpose. [Link to editable template.](#)