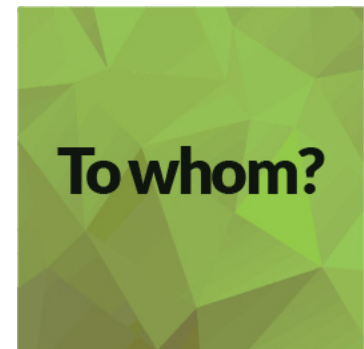


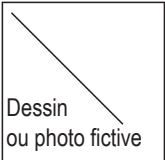
Who is the device intended for?

Why is identifying the public important?

It is important to know who the public will be to ensure that the means and media used will appeal to them, as well as information and language that is intelligible and appropriate to their needs and ability to understand.

The project may also be intended for various publics. It is therefore important to know the nature of their diversity making it easier to propose a variety of similar or complementary means.



<h2>PERSONA</h2> <p>(name)</p> <div style="border: 1px solid black; width: 100px; height: 100px; margin: 10px 0;"><p>Dessin ou photo fictive</p></div> <p>Age: Place of birth : Place of residence : Occupation or job : Family (children, spouse, etc.) : Training : Work experience :</p>	<p>Interests and lifestyle</p>	<p>A day in the life of ...</p>										
	<p>Character traits</p> <table><tr><td>Discreet</td><td>Expressive</td></tr><tr><td>Optimistic</td><td>Pessimistic</td></tr><tr><td>Thoughtful</td><td>Spontaneous</td></tr><tr><td>Not very active</td><td>Active</td></tr><tr><td colspan="2">...</td></tr></table>	Discreet	Expressive	Optimistic	Pessimistic	Thoughtful	Spontaneous	Not very active	Active	...		
Discreet	Expressive											
Optimistic	Pessimistic											
Thoughtful	Spontaneous											
Not very active	Active											
...												

How to gain insight about the audience?

The persona exercise may be applied. It is a technique often used in communication and marketing, which is also useful when preparing a cultural transmission project. It involves creating a variety of public profiles which the project will address. A template for creating a persona is proposed in the downloadable tools. This form has been adapted to the context of cultural transmission, but it may be modified as needed. The creation of a persona can be modeled on a familiar individual, which may help in defining the characteristics to be taken into account.

The persona(s) will become a reference during the design process. It is important to refer to it regularly for validation. For example, if one of the characteristics of the persona states that the individual does not know how to handle new technologies but often listens to the radio, the idea of creating a website will be quickly discarded. On the other hand, the idea of creating a podcast for radio broadcast could be retained.

Intention					
Transmit a legend					
Objectives for transmission and/or dissemination (what?)	Selected public (who?)	Context (when and where?)	Messages (what to remember afterwards?)	Experience (what to experience?)	Means (how?)
Share our oral tradition	preschoolers				
Promote our language					
Hold an encounter with an Elder and the youth					