# CODESIGN TOOL:

# Audience Activity

The purpose of this document is to focus on the question:

## *"Who are we designing for?"*

This may seem odd — we don't know *what* we are designing yet, so how can we know *who* we are designing for? The Codesign Process suggests a *user-centered* approach — responding to user needs with a resource or tool that can help them achieve their goals. (Contrast this with a *solution-centered* approach, where development centers around tackling a problem and reaching a desired outcome.) If we aim to center our *users* in our design process, we must understand their needs and goals before beginning the design.

Through the work considering the key messages and implications from research in Stage 1 of the co-design, the team should have already identified some potential key audiences. These audiences might include students, parents/caregivers, teachers, administrators, policymakers, community members, or others, depending on your goals.

Based on prior team conversations, use the table below, and use the key messages and implications document to identify the priority audience(s) for this work. For example, if messages and implications of the research are most relevant to state education agencies developing guidance on an issue, then the audience may simply be agency staff. If, for example, the implications pertain to classroom practice, teachers might be the primary audience. However, the team may also feel that school leaders or curriculum leaders are another important audience because they may be responsible for adopting or supporting practices.

Before making decisions about resources for the audience(s), the team needs to be clear about audience needs, goals, knowledge, and misconceptions. For each audience, the team should try to answer the questions in the table. Copy and paste new tables if you have more than two potential audiences.

Remember, the CREATEd co-design toolkit is intended to center equity in both processes and outcomes. In this activity, it is important to think critically about the assumptions you are making with regard to the audience – in particular, whose needs you might be more familiar with and those you are not, and who you might be unintentionally excluding/including in your decision-making. Explicitly questioning assumptions and recognizing the need for additional information – and perhaps more team members – will make the work more valuable and impactful in the long run.

## Audience #1

| **Audience:**<br><br>[Enter response here.] | **Key Messages** *(i.e., specific ideas from research that may be helpful to this audience):*<br><br>[Enter response here.] |
|---|---|

**What are the audience's needs (e.g., knowledge gaps, misconceptions, stated or perceived needs) related to this topic/issue?**
[Enter response here.]

**How do we know? What additional information do we need?**
[Enter response here.]

**What goals does the audience have related to this issue?**
[Enter response here.]

**How do we know? What additional information do we need?**
[Enter response here.]

## Audience #2

| **Audience:**<br><br>[Enter response here.] | **Key Messages** *(i.e., specific ideas from research that may be helpful to this audience):*<br><br>[Enter response here.] |
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**What are the audience's needs (e.g., knowledge gaps, misconceptions, stated or perceived needs) related to this topic/issue?**
[Enter response here.]

**How do we know? What additional information do we need?**
[Enter response here.]

**What goals does the audience have related to this issue?**
[Enter response here.]

**How do we know? What additional information do we need?**
[Enter response here.]