# Questions for Audience Analysis (Learning Needs)

There are two parts to Analysis.

1. First, you interview or survey the audience and a qualified Subject Matter Expert (SME).
2. Next, you use their responses to finalize your analysis, which should deliver an output in the form of a draft course outline, training modality, planned curriculum, course or curriculum duration, etc.

## Questions to Ask the Audience

As a part of your Training Needs Analysis, you are recommended to interview either the audience or a qualified Subject Matter Expert (SME).

You can get responses to these questions either through surveys or in-person interviews. Or, you can blend both approaches. Some questions are better answered in-person while you can save time by getting responses to a few questions over emails or surveys.

Note that your learners or SMEs have a different day job, hence review the sample questions below, edit them as per your needs, and then ask them over an appropriate platform. You are recommended to add or remove questions in this list as per your requirements.

Here are some sample questions you could ask your audience to determine their needs and learning preferences:

1. What is your experience level in the topic area of this training program?
   * **Type:** Objective Question
   * **Recommended Medium:** Survey
   * **Options:** Beginner, Intermediate, Advanced
2. What are your main goals for this training program?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
3. What are the job tasks or responsibilities that you think this training program should cover?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
4. What are the challenges or obstacles that you face in your job that you would like to see addressed in this training program?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
5. What is your preferred learning style?
   * **Type:** Objective Question
   * **Recommended Medium:** Survey
   * **Options:** Visual, Auditory, Kinesthetic
6. What tools or technologies would you like to see incorporated into this training program?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
7. What are your expectations for the format and delivery method of this training program?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
8. Would you prefer a self-paced training program or an instructor-led program?
   * **Type:** Objective Question
   * **Recommended Medium:** Survey
   * **Options:** Self-paced, Instructor-led
9. What are the barriers or challenges that might prevent you from participating fully in this training program?
   * **Type:** Subjective Question
   * **Recommended Medium:** In-person or virtual meetings
10. How do you like to receive feedback and guidance on your progress in the training program?
    * **Type:** Can be Subjective or Objective
    * **Recommended Medium:** This is medium agnostic
    * **Options:** When asked over a survey – Knowledge Checks/Quizzes, Personal Feedback by the Trainer, 1-1 with the Manager
11. What specific topics or skills do you think are most important for you to learn?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
12. Are there any particular resources or support services that you think would be helpful to you during this training program?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
13. Have you ever participated in online or web-based training programs before? If so, what did you like or dislike about them?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
14. Have you ever participated in in-person or classroom-based training programs before? If so, what did you like or dislike about them?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
15. Are there any particular accommodations or resources that you need in order to participate in this training program (e.g., assistive technology, language support)?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
16. How much time are you willing to commit to this training program, both in terms of attending sessions and completing assignments?
    * **Type:** Objective Question
    * **Recommended Medium:** Survey
    * **Options:** <1 hour per week, 1-2 hours per week, 3-4 hours per week, >4 hours per week
17. What types of assessments or evaluations do you prefer to demonstrate your understanding of the material?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
18. What are your expectations for the duration of the training program?)
    * **Type:** Objective Question
    * **Recommended Medium:** Survey
    * **Options:** Short-term (1-3 months), Medium-term (4-6 months), Long-term (6+ months)
19. What are your expectations for the level of interaction with other participants and instructors?
    * **Type:** Subjective Question
    * **Recommended Medium:** In-person or virtual meetings
20. What are your expectations for the level of difficulty of the training program or the following test/exam/evaluation?
    * **Type:** Objective Question
    * **Recommended Medium:** Survey
    * **Options:** Easy, Moderate, Challenging

## Concluding Questions for Finalizing your Analysis

Use the responses to the questions above to finalize your analysis.

| **Question** | **Your Notes** |
| --- | --- |
| Who is the target audience for the training program? What are their characteristics (e.g., age, education level, job function, experience)? |  |
| What is the level of knowledge or experience of the target audience in the subject matter? |  |
| What are the learning preferences of the target audience (e.g., visual, auditory, kinesthetic)? Do they prefer classroom training or web-based training? |  |
| What motivates the target audience to learn? What are their goals and expectations for the training program? |  |
| What are the potential barriers to learning for the target audience (e.g., time constraints, access to technology, language barriers)? |  |
| How will the training program be integrated into the target audience's work schedule? |  |
| What resources are available to support the target audience's learning (e.g., coaching, mentoring, job aids)? |  |
| How will the effectiveness of the training program be evaluated? What metrics will be used to measure success? |  |
| How will feedback be collected from the target audience to improve the training program? |  |
| How will the training program be modified to meet the unique needs and preferences of the target audience? |  |
| What is the proposed duration of the training or the curriculum? |  |
| What’s the preferred training delivery method? |  |