Step #1. Communication Description

Communication Topic:

Communication Format:

Primary Audience:

Secondary Audience:

Tertiary Audience:

Communication Purpose:

Goals:

What should all participants gain from the communication? What should each target audience gain?
*These should be specific things that you would like your audience members to do, or know after interacting with the communication.

How will the audience(s) engage/interact with the communication?

Step #2. Identification of Potential Barriers

What barriers could prevent someone from accessing or reaching the goals of this communication?	Potential Strategies to remove these barriers

Step #3. Development and Testing the Communication

Development
- Explore entire audience journey from different perspectives
  - Finding out about the communication
  - Finding the communication, document or location
  - Interaction with the communication
  - What they do next because of the interaction
- Internal Testing/Practice/Feedback from diverse audiences
  - Different familiarity with subject matter
  - Varying physical and cognitive abilities
  - Speakers of different languages
  - Different ages

Note: For some forms of communication, practice sessions/user testing may not be applicable or possible. In these cases, review similar previous experiences to help identify barriers.

Results of Initial Testing
- Use the feedback from these tests

Client feedback from user testing

Which strategies for removing barriers to access worked well?	What barriers are still present in the experience?

Potential Strategies to remove the identified barriers

Step #4. Implementation of Communication

Observation of Implemented Experience	
How are different participants engaging with the communication?	What barriers are present in the communication?

Audience Feedback		
Primary Audience	Secondary Audience	Colleagues

Proposed strategies to address barriers in next iteration or new communications?