

To: Dr. Coppola, PTC601 Colleagues  
 From: Danielle German  
 Subject: Analysis Charts

I have attached two analysis charts for the Buona Fortuna Espresso Maker Quick Reference Guide (QRG). The first is a Reader Analysis Chart, designed to allow me, the author of the guide, to better understand my readers' needs and attitudes towards the document. The second chart is a Context Analysis Chart, which allows me to gain a better understanding of the context in which my readers will view the guide. These two charts will help me conceptualize the rhetorical context of the Buona Fortuna Espresso Maker QRG.

### Reader Analysis Chart for Buona Fortuna Quick Reference Guide

	Needs	Values	Attitudes
<b>Primary -Baristas</b>	Accessibility Visuals Simplicity	Ease of use Correctness Safety	Get it done quickly Optimistic Enthusiastic
<b>Secondary -Store Managers</b>	Thorough manual Easily understood	Safety Quality of service Quality of product	Hopeful Enthusiastic
<b>Tertiary -Store Executives -Coffee Industry</b>	Thorough manual Completeness of information Barista comprehension	Quality Productivity Customer satisfaction	Skeptical Interested
<b>Gatekeepers -Director of Employee Training</b>	Barista comprehension Thorough manual	Ease of use Accessibility	Hopeful

**Context Analysis Chart for Buona Fortuna Quick Reference Guide**

	<b>Physical Context</b>	<b>Economic Context</b>	<b>Political Context</b>	<b>Ethical Context</b>
<b>Primary Readers -Baristas</b>	At training Or at home	Improve coffee quality	Master the coffee maker	Safety Productivity
<b>Readers' Company -Buona Fortuna</b>	In office	Increase quality to drive sales	Beat competition	Safety Employee satisfaction Customer satisfaction
<b>Readers' Industry -Coffee</b>	Website	Discover best coffee for value	Competitive atmosphere	Barista satisfaction Customer satisfaction