To: COFFEE

From: Kirsti Wall

Date: January 28, 2016

Subject: Audience and Task Analysis

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The audience for the Roya Survey App would be the users of the app. These users would be coffee farmers and growers. Additional users would include scientists analyzing data from the coffee farmers and growers.

The task analysis for Roya Survey would be for the users to send in photographs of their farm to the app. These photographs would then be analyzed by scientists to conclude how much of a risk of infestation the user’s farm has. If the user already has infestation, this app would allow the users to receive advice from the scientists on how to manage its infestation. If a farmer does not have infestation, a locational analysis would tell the farmer their risk of infestation based on their region. Users would register their information for updates and notifications regarding infestation risks.