

Audience Analysis Report - RobCo Industries

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Executive Summary

RobCo Industries needs to communicate information about a significant system update to three key audiences: IT, Sales, and Production. Analysis reveals that these audiences differ primarily in their technical proficiency with the system and their communication preferences regarding the update.

The IT team requires technical information because they will be the ones to initiate and monitor the update throughout the process. The sales team needs advanced knowledge of the update because they lose access to data and the system during the update. The production team prioritizes efficiency, given that the software update might slow the output.

To address these varying needs, we recommend a multi-channel communication strategy that includes Slack messages, emails, face-to-face meetings, and documentation posted on bulletin boards. Key considerations include the timing of the software update and how the update will affect aspects such as data, the way the system looks, and its efficiency.

Success will be measured through post-update data recognition and the ability to have all users log in without any failures. Implementation will begin February 18th, 2026, at 10:00 PM with sending the update out and locking all machines, and continue until all systems are back online with the new software. The conclusion of the update will be expected by February 19th, 2026, at 7:00 AM.

Audiences

The audiences that are primarily affected by the software update taking place on February 18th, 2026, at 10:00 PM are IT, Sales, and the Production team. The IT team is a support and technician team helping employees throughout the company with any issues, while the sales teams are those that sell products to the clients, having limited knowledge of the inner workings of the system. The production team manufactures and assembles robots to sell to clients, they have very basic knowledge of how the system works, although they can use the system proficiently.

IT Team

The IT department at RobCo consists of technicians who focus on maintaining system functionality and the overseement of software updates. Their technical knowledge is advanced, meaning that they can understand how the system operates, the system's update deployment process, and troubleshooting procedures. However, they may have difficulties in understanding engineering documentation for highly specific details.

Their primary concern in this scenario is maintaining system stability because unresolved issues may cause issues for the company's employees, increasing support tickets. They are focused on minimizing software failures and downtime, as this will affect the efficiency and productivity throughout departments.

The IT department prefers communication through Slack channels to communicate interdepartmentally, while utilizing emails to communicate company-wide. Using Slack channels can allow for different IT teams to cooperate and track issues efficiently. There can also be bot-based notifications for system updates and statuses that the IT teams may need to use.

Although the IT team can implement fixes and solutions, they do not have the power of executive level decisions. They should communicate efficiently due to timing being critical, and

they will need advanced knowledge of system updates, before any other department, as they will be the ones to initiate the update, as well as prepare documentation. They will have done extensive testing with the new software before pushing out the update to the rest of the users.

Sales Team

Secondly, the Sales team at RobCo functions as a non-specialist team with a very limited understanding of the system. They can understand products, product features, and client concerns, but will have limited knowledge of troubleshooting systems they use.

Their primary concern is client perception, as this may be affected due to system outages or instability during or right before client meetings, sales goals, and demonstrations of the system.

The Sales team prefers face-to-face communication and verbal updates because discussions will allow for immediate clarification. Although the sales team prefers face-to-face, an email will be sent to ease any worries anyone may have. This message will also contain a short FAQ that people may be wondering about. Messages that may be overly technical can be confusing, while messages that are too vague can lead to confusion when explaining how the system functions to potential clients.

Although the Sales team cannot implement technical fixes, they will influence product perception and will receive customer feedback. Timing is also critical with this department because they can prepare clients adequately and adjust meetings that may have been scheduled prior to knowledge of the system update.

Production Team

Lastly, the Production team at Robco functions primarily as a Technician role, with specialized expertise in manufacturing and assembly. While the Production Team is skilled in operating specific systems, they have limited knowledge of the software architecture and may have issues with system errors.

Their primary concern during a system update is operational efficiency, as production output might slow, affecting delivery and device output. They are especially focused on system reliability, since system functionality directly impacts the workflow and productivity.

The Production team prefers standardized written communications, such as bulletin board notices, as they will provide clear documentation of procedural changes. Overly technical messages may cause confusion and questions, while messages that are lacking in specificity could result in support requests for the IT team.

Although the Production team can make decisions regarding plant operations, they cannot alter software systems or change how the system operates within the production line. Therefore, communication will need to be briefly announced in advance so that the production team will know that some parts of the software may change. Even if the software update occurs when production is not running, they will still need to know what to expect so that when the next day arrives, they are ready to begin work.

Communication Strategy

Due to the three departments having different priorities, the same information must be presented differently in tone, details, and delivery. The key message in this scenario is that there is a system update that will occur during night hours, which will cause the system to be unavailable for multiple hours. While all audiences need this information, they will require different emphasis.

IT Team

For the IT team, the message should focus on the system update timeline, technical changes, and troubleshooting documentation. This team benefits from a direct, technical tone because they will rely on precise details to structure and prepare for the system update and any system disruption thereafter. Providing non-technical context would distract from tasks, as

some members of the IT team may have questions, so communication should prioritize technical instructions and system impact.

Sales Team

For the sales team, the message must emphasize system availability and the timeline of the update. This is important for the sales team as they will need to know in advance, at least three days prior, with what and when they will not have access to the system during system update time. The Sales team responds best to clear, practical communication, since their priority is client meetings and meeting sales goals. The timing of the message is critical because they must adjust scheduled meetings and finalize the data that is currently being worked on in the system. Delivering the message earlier ensures that the sales team is able to plan accordingly and maintain integrity throughout the system update.

Production Team

For the production team, the most important factor is the conveyance of what the update changed and how it affects daily operations. These are the employees who will work with the system the most, without knowing exactly how the update changes things; their efficiency may be reduced, and that may cost the company money. Their communication strategy should highlight workflow changes and clear instructions while minimizing technical details. This will prevent confusion on the assembly line and support efficiency.

Overall, adapting the message in these ways ensures the ability that each department will be informed correctly on how the software update will affect them and the process of addressing any issues.

Sample Excerpts

Message to IT Team:

The IT team was notified of the upcoming system update two months in advance by the engineering team. This notification is a reminder of the system update.

In Channel: #system-updates

@SystemNotifications 9:00 AM, February 16th, 2026

System Update Alert:

Timeline:

Start: February 18th, 2026 @ 10:00 PM

Expected Completion: February 19th, 2026 @ 7:00 AM

Impact: The company system will be unavailable during the update timeline, which includes data.

Key Changes:

- * New data structure for the following divisions: Sales, Production, Accounting.
- * New UI layout for the new data structure. A few buttons have moved to different locations.
- * Autosave component added; Interval every 5 minutes.

Action Required:

- * Review Troubleshooting guidelines on the wiki.
- * Monitor critical systems during the update to ensure no system instability during the update.

* Report issues in channel #reported-issues.

Please be prepared for any unexpected system stability issues and actively monitor Jira for any employee inquiries.

Message to Sales Team:

Hello Team,



We will be having a meeting on Monday, February 16th, at 10:00 AM to discuss an upcoming system update. This upcoming system update will significantly change the way data is shown, temporarily affecting the processing of sales and client information.

I know this is a busy time, but normal client activity should continue as planned. We will also be holding brief check-ins each morning to share any new information about the update as it becomes available.

Thank you for your patience and flexibility while we work through the transition to the new software update.

We have answered some frequently asked questions. You can see the infographic below for more info.

SOFTWARE UPDATE FAQs



Q: Will we have access to our work stations during the update?

A: **No**, you will not be able to access your workstation or any data during the update time.

Q: Will account info change? Will I still be able to use the same username and password to access the system?

A: **No**, account information will not change. You will still be able to access your account with the same username and password.

Q: Do we need to save anything before the update occurs?

A: Yes, make sure to save **ALL** of your work before the update occurs.

Q: Will there be any training or documentation provided based on the changes?

A: Yes, during the meeting on **Monday, February 16th, at 10:00 AM** will provide additional information.

Message to Production Team:

This message was posted on bulletin boards throughout the production facility and sent to the production teams' emails:

!!!ATTENTION!!!

On February 18th, 2026, at 10:00 PM, the computer system will initiate a software update. The update should conclude on February 19th, 202,6 at 7:00 AM.

Your systems should not be affected. If you have any issues or it seems like your machines are not calibrated through the use of technology, please contact IT using a support ticket @ robco.help.com. Alternatively, you can contact your immediate supervisor to have them contact IT on your behalf.