
SYNTHETIC AUDIENCE BLUEPRINT

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Start with a decision. Build from real audience evidence. Treat simulated responses as hypotheses to validate.

01 THE STRATEGIC QUESTION

What decision, challenge or campaign do you need to inform?

02 THE AUDIENCE

Whose perspectives matter? What meaningful subgroups or contrasting views exist?

03 REAL VOICES & EVIDENCE

List three evidence sources, including one likely to challenge your assumptions.

04 BELIEFS, EMOTIONS & BEHAVIORS

What might this audience believe, feel and do? Mark each as evidence (E) or hypothesis (H).

05 ASSETS TO TEST

What real messages or materials will the audience encounter?

TEST, VALIDATE & APPLY

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06 THE EXPERIMENT

What will you change between Message A and B? What reactions or actions will you observe?

07 VALIDATION & HUMAN JUDGMENT

What real-world evidence will confirm or contradict the simulation? Who approves use?

WHERE TO FIND REAL VOICES

DIRECT RESEARCH	Interviews, focus groups, listening sessions, surveys
ORGANIZATIONAL SIGNALS	Customer service, sales calls, CRM notes, support records
PUBLIC CONVERSATIONS	Forums, comments, podcasts, talk radio, community discussions
OBSERVED BEHAVIOR	Web analytics, usability tests, real-user studies

EMOTIONS WORTH INVESTIGATING

Trust • skepticism • pride • fear • curiosity • belonging • frustration • hope • relief • control • excitement • resentment

For each emotion ask: What evidence supports it? What triggers it? What behavior might follow?

BEFORE YOU USE THE RESULTS

■ Check privacy and consent ■ Include dissenting voices ■ Repeat simulations ■ Check for stereotypes and bias ■ Validate with real people ■ Document human approval

Report-back: Before we launch _____, we need to understand why _____ believes _____ and how that influences _____.