Name: Casey Bladow

Overall Purpose

*Please keep the questions in this worksheet and add your answers below the questions.*

1. What are you writing? A busy night of bartending and describing the issues that slow us down behind the bar.

2. In this scenario, what prompts you to write? The bar is not set up for a busy night. The way things are set up, only having one till and well, is inefficient for bartending at a fast pace.

3. What outcome do you desire from your inspection report? Open up another till and well. Creating another workspace that will boost speed and make a night much easier.

4. What outcome does your reader desire from your inspection report? I would assume they would like to understand our frustration with the way things are set up, because if we have a server waiting for a drink, then you have a costumer waiting for a drink so if we can improve speeds then we can make more customers happy.

Reader Profile

1. Who is your primary reader? Include job title and professional responsibilities. Richard Benson, Owner/GM

2. What is your reader’s relationship to you? Boss

3. Who might be secondary readers? Abby Sorenson, Bar Manager

4. How familiar is your primary reader with your subject? I would assume he’s fairly familiar, although he’s not a bartender, it is his bar.

Usability Objectives

1. What are the key questions your reader will ask while reading your inspection report? (List at least 5.)

* What’s slowing you down the most?
* How can this be improved?
* Is it an easy fix?
* Will it cost anything extra?
* Will it benefit the business?

2. How will your reader search for the answers? By reading sequentially, by jumping from section to section, by scanning graphics, etc? By reading sequentially through the report.

3. How will your reader use the information in your report? Hopefully to the bars benefit and improve current work conditions.

Persuasive Objectives

1. What will your reader’s initial attitude be toward your inspection? Why? I would like to assume that any owner is always looking for way to make business run more efficiently so that they can make a little more cash, so I would assume he is looking forward to reading this and will make improvements as he sees fit.

2. What do you want your reader’s attitude to be? Positive, I want him to learn a thing or two about how things are done and understand our frustrations at given times. I think an in-depth inspection report will really bring these issues to his attention.

Stakeholders

1. Who, besides your readers, are stakeholders in your communication? Servers, Customers and other bartenders.

2. How will they be affected by it? Assuming improvements are made then Servers will get orders faster, customers will get drinks faster, and other bartenders will like their job more.

Purpose Statement

Write a working purpose statement for your report. (See *Course Handbook* > Achieving a Technical Writing Style > Content Development.) Your purpose statement might change slightly by the time you turn in your assignment.

This is an Inspection Report describing what is slowing down the Bartenders at Hooligan’s Bar and Grill. The information is intended for use by Owner Richard Benson and Bar Manager Abby Sorenson so that they can improve the speed of the Bartenders and the overall experience for customers.

Outline

Create a working formal outline below to show the structure you anticipate your inspection report will have. To review formal outlining, see *Course Handbook* > Formal Outlining.

As with your purpose statement, your report’s final structure might be different than you show in your outline.

* Don’t retain the numbering from your outline in your final document’s headings. See *Course Handbook* > Formatting assignments > Text and headings.

1. Introduction (includes purpose statement)
2. Listing the problems
   1. One till creates jams
   2. One well creates jams
   3. No Barback
      1. No glasses
      2. No beer
      3. No liquor
   4. No door guy (Bouncer)
3. Proposed solutions to these problems
   1. Add a till
   2. Add a well
   3. Hire a Barback
   4. Hire a door guy (Bouncer)
4. Questions and answers
   1. Answer the remaining questions, this may be done in above body section
5. Conclusion