# Casey Bladow

Engl. 387

Progress Report Communication Objectives Worksheet

September 5th 2013

# Appendix D: Communication Objectives Worksheet *(copy into separate Word file before submitting)*

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Overall Purpose

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

1. What are you writing?

Developing a mobile application. I am writing a progress report for a private company that has hired me and a few other affiliates to create a mobile app for them. They would like to know the progress that has been done, and what is to come.

2. In this scenario, what prompts you to write?

The company asked for a progress report and an estimated finish date so they can get ready to launch the product.

3. What outcome do you desire from your progress report?

I hope to gather a good viewpoint as to where the project is currently standing, and what is left to be done.

4. What outcome does your reader desire from your progress report?

They would also like to see where we currently stand and when we anticipate to be finishing the project.

Reader Profile

1. Who is your primary reader? Include job title and professional responsibilities.

Marketing Director at ABC Company. Responsibilities include creating marketing strategies for targeted audiences (i.e. a mobile app for consumers)

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

In this scenario, the Marketing Director reached and hired my team to create this mobile application for them so in essence they would be a client

3. Who might be secondary readers?

The Boss of the Marketing Director. They would be responsible for making sure that the Director is spending their money wisely and that the job they are looking for is being accomplished.

4. How familiar is your primary reader with your subject?

I’m going to assume that they have created a mental image of what they are looking for and have passed it along to us. As far as programming, I will assume that they have no knowledge and will have to keep my explanations very simple.

Usability Objectives

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

* How far along into the project are you?
* When do you expect to be finished?
* Are we on budget?
* Have there been any problems along the way?
* Is there any information you need to complete this task?

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

I will answer most of the questions sequentially, however some of them may be held FAQ section that they will be able to ask whatever questions they may have and we will answer them accordingly.

3. How will your reader use the information you provide?

With the information I provide they should have a good understanding as to when we will finish the project and they can prepare to launch it on Google Play, iTunes and Windows Marketplace.

Persuasive Objectives

1. What will your reader’s initial attitude be toward your progress? Why?

I believe they will be happy with progress so far. Everything is going smoothly and the original delivery date should be met with no problems along the way.

2. What do you want your reader’s attitude to be?

Comfortable, I know that everything is on track and will be completed by the time we originally planned on so there’s no need for stress or overtime work on either end.

Stakeholders

1. Who, besides your readers, are stakeholders in your communication?

Consumers who buy the app are also stakeholders.

2. How will they be affected by it?

They will be allowed to use the app for specials and receive notifications of any major news that is being released (upcoming events, etc.)

Purpose Statement

This is a progress report describing the current mobile app development stage, what has been completed and what is to come. This information is intended for the Marketing Director at ABC Company and should answer any ongoing question they may have. With this information they should see a clear picture of how much more time is needed for the application to be finished and ready for market.

Flowchart of Project’s Stages

Your Introduction section will include a flowchart of your project’s major stages, to give your reader an overview of the complexity of your project.

Create a working flowchart of your project’s major stages below. You can start with the flowchart provided here, and add stages as necessary to describe your project. See *Course Handbook* > Creating Basic Graphics section as needed.

As with your purpose statement, your flowchart might change slightly by the time you turn in the assignment.

Outline

Refer to Ch. 26 > Superstructure for Progress Reports section > illustration showing a formal outline of a progress report for one project. Create a working formal outline below to show the structure you anticipate your progress report will have. To review formal outlining, see *Course Handbook* > Formal Outlining.

As with your purpose statement and flowchart, your structure might change slightly by the time you turn in the assignment.

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

1. Introduction/Purpose statement
2. Review where project is currently standing
   1. Use for the end user.
   2. Cross platform app
3. Programming stage
   1. Amount of programming necessary
   2. Estimated amount of programming left
4. Design
   1. Throwing app together
5. Testing stage
   1. Importance of testing
   2. Concurring problems
6. Advertise and Launch phase
   1. Make consumers aware of app availability
   2. Persuade consumers to acquire the app
7. Questions
   1. How far along into the project are you?
   2. When do you expect to be finished?
   3. Are we on budget?
   4. Have there been any problems along the way?
   5. Is there any information you need to complete this task?
8. Conclusion

RIGHT OUTLINE BELOW!!!

1. Introduction
   1. Reporting on the current progress of movie app development
   2. This report will cover the past couple weeks of what has been accomplished and will give insight on what is left to be completed. As well as answer any questions that the client may currently have.
2. Past Work
   1. Functions of app determined
   2. Minor programming has started
      1. Estimate time of programming left
3. Future Work
   1. Finish Programming
   2. Design
      1. Throw the app together
   3. Testing
      1. Importance of testing
      2. Concurring problems
   4. Advertise and Launch
      1. Promote app
      2. Issue release date
   5. Train Support Staff
   6. Support
4. Conclusion
   1. On schedule but still have a lot of work to do
   2. Answer questions
      1. How far along into the project are you?
      2. When do you expect to be finished?
      3. Are we on budget?
      4. Have there been any problems along the way?
      5. Is there any information you need to complete this task?