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

Name: Casey Bladow

Overall Purpose

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

1. What are you writing? ABC Company is looking for a way to optimize computer speeds. Looking to do a simple clean up (scheduled if possible), and other misc. duties.

2. In this scenario, what prompts you to write? ABC Company is reporting slow computer speeds and management would like to fix this.

3. What outcome do you desire from your feasibility report? Other IT professionals should be able to look into this report, address the problem and follow a solution.

4. What outcome does your reader desire from your feasibility report? They should be able to see the path to solving this issue and be and in return have a more efficient workspace.

Reader Profile

1. Who is your primary reader? Include job title and professional responsibilities. Manager of Operations, makes sure all employee workspaces are operating efficiently and properly.

2. What is your reader’s relationship to you? Strictly business, was hired and brought in to perform a job.

3. Who might be secondary readers? Employees or future IT professionals at the company

4. How familiar is your primary reader with your subject? As far as the problem and the workspace they have a general knowledge. When it comes to performing tasks and properly setting up the solution, an IT professional may be needed.

Usability Objectives

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

* Will this be set up to run automatically?
* Will this solve our problem?
* How long will it take you?
* Will we need to stop business at any point for you to do your job?
* If there are any other underlying issues will you be able to look them over as well?

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

3. How will your reader use the information in your report? It will solve the problem the company is currently working one.

Persuasive Objectives

1. What will your reader’s initial attitude be toward your report? Why? I imagine they will be looking forward to reading it.

2. What do you want your reader’s attitude to be? Pleasant, they are coming to me with a problem so I am hoping I will be able to solve it.

Stakeholders

1. Who, besides your readers, are stakeholders in your communication? The company, the customers, employees.

2. How will they be affected by it? Employees are directly affected, as it is their computers you are working on. Customers will be affected just cause the computers will run fast and better now, so orders and other inquiries will be processed faster.

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 a Researched Feasibility Report that describes a problem ABC Company is currently having with their PC systems. The information is intended for use by the current Operations Manager so that they can solve the issue at hand and create a more effective work station.

Outline

Create a working formal outline below to show the structure you anticipate your feasibility 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. Letter or memo of transmittal
2. Title Page
3. Executive summary
4. Table of contents
5. ACTUAL REPORT
   1. Introduction
   2. Background of problem
   3. How I plan on solving this problem
      1. Products used
      2. How its done
   4. Creating schedule maintenance
      1. Products used
      2. How its done
   5. Conclusion
6. Appendix
7. References or Works Cited

# 