# Appendix C: Communication Objectives Worksheet *(copy into a 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? Assembly of a PC, preparation for OS installation

2. In this scenario, what prompts you to write? ABC Company has multiple PC’s they are looking to have installed.

3. What outcome do you desire from your technical procedure? Anybody should be able to (with the parts in hand) put together a complete PC.

4. What outcome does your reader desire from your technical procedure? Basic knowledge of how a PC is put together.

Reader Profile

1. Who is your primary reader? Include job title and professional responsibilities. Anybody, the regular Joe in the office should be able to follow this procedure if they ever find necessary.

2. What is your reader’s relationship to you? As an IT, they may be coworkers, other IT professionals, or people that are currently working under me.

3. Who might be secondary readers? Secondary readers could be students currently pursuing an IT degree.

4. How familiar is your primary reader with your subject? I will assume the reader has very basic knowledge of PC parts, but doesn’t know how they all get put together.

Usability Objectives

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

* Is this procedure universal?
* Is there any online help available?
* Can anybody do this?
* How much does this cost?
* Is it cheaper than buying a PC?

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

3. How will your reader use the information you provide? They should be able (assuming they have the parts and tools available) be able to build their own PC.

Persuasive Objectives

1. What will your reader’s initial attitude be toward the procedure? Why? Hopefully if they are reading this procedure then they are looking forward to doing this project.

2. What do you want your reader’s attitude to be? I want them to be looking forward to the project at hand. If they aren’t then I’m not sure why they’re working on this procedure to begin with.

Stakeholders

1. Who, besides your readers, are stakeholders in your communication? Other users of the PC

2. How will they be affected by it? If they don’t build the PC to function properly, it wont work

Purpose Statement

Write a working purpose statement for your technical procedure. (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 Technical Procedure describes how to assemble a PC and prepare it for an OS installation. The information is intended for use by any reader so that they can build a PC with basic PC knowledge.

*[Questions continue on next page]*

Flowchart of Project’s Stages

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

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
   1. I am providing a technical procedure for building a PC
   2. This report should enable anybody to build a PC from start to finish
2. Prepare for project
   1. Gather tools
   2. Gather parts
3. Build project
   1. Install Power Supply
   2. Install Motherboard
   3. Install CPU and Cooling fan
   4. Install Video card
   5. Install RAM
   6. Install HDD
   7. Install CDROM
   8. Close Case, Plug in keyboard, mouse, monitor and power cable.
4. Conclusion
   1. Prepare for OS installation
   2. Minor OS overview