

Comparative analysis

| |
|-------------------|
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CONTEXT SECTION

The criteria
identified and itemized

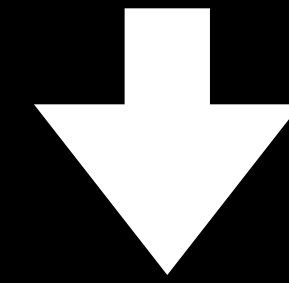
Needs

OPTIONS SECTION

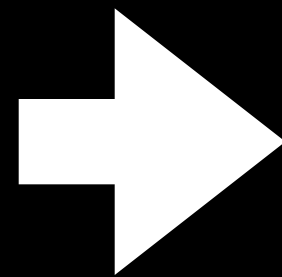
The possibilities
identified and itemized

Choices

Choices



Needs



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Comparative analysis

Simple comparison 

Critical comparison 

- > By products – opinion
- > By products – ranking
- > By objectives – strengths
- > By objectives – strengths weighted

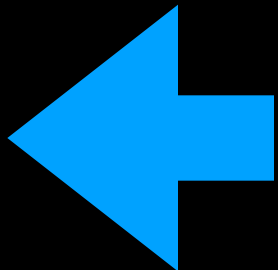
Simple comparison | No evaluation – presents an inventory of choices

| Choices | Needs | | | | | |
|---------|-------------|---|--------------------------------|----------------------------------|-----------------------------|----------|
| | Integration | UI | Training | Support | Availability | |
| | Product 1 | MS Office Apple software | Mostly menus & select boxes | Online webinars | 24/7 live help desk | Website |
| | Product 2 | MS Office Apple software Wordpress Wix | Mostly menus & select boxes | >30 reference articles online | Chatbot Mon-Fri helpline | Download |
| | Product 3 | | | | | |
| | Product 4 | | | | | |
| | | | | | | |

Critical comparison | By objectives – uses weighted strengths

Table 1: Weighted strengths 1-5 of how objectives are met by the four suppliers

| | Integration | UI | Training | Support | Availability | SCORE |
|-----------|-------------|-----|----------|---------|--------------|------------------------|
| Weighting | 30 | 25 | 20 | 15 | 10 | <i>Sums to 100</i> |
| Strength | 1-5 | 1-5 | 1-5 | 1-5 | 1-5 | <i>Highest is best</i> |
| Product 1 | 3 | 5 | 2 | 2 | 3 | 315 |
| Product 2 | 5 | 2 | 1 | 5 | 1 | 305 |
| Product 3 | 3 | 2 | 5 | 1 | 5 | 305 |
| Product 4 | 1 | 1 | 4 | 3 | 2 | 200 |



Explain how weighting and strengths were determined.

1

Measure facts against stated criteria

2

Apply same process to each item equally

3

Make transparent so others would achieve the same outcome following same process

THE BIG IDEA

Critical comparisons are most effective when they assess pre-defined goals, are conducted transparently, and apply clear priorities and standards to create objective conclusions.

Building the analysis

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What's the decision to be made? (the intention)
What background is helpful to know?
What are the criteria to decide? (objectives and constraints)
How will the assessment be done?

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What are the most reliable facts about the choices to consider?

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Show: How do the facts compare to the criteria

Describe: How did you do the analysis? e.g.,

- *Reason for the strengths?*
- *Reason for the weights?*
- *Method for the calculation?*

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What are the facts about the facts in the analysis?

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What actions should the company take?

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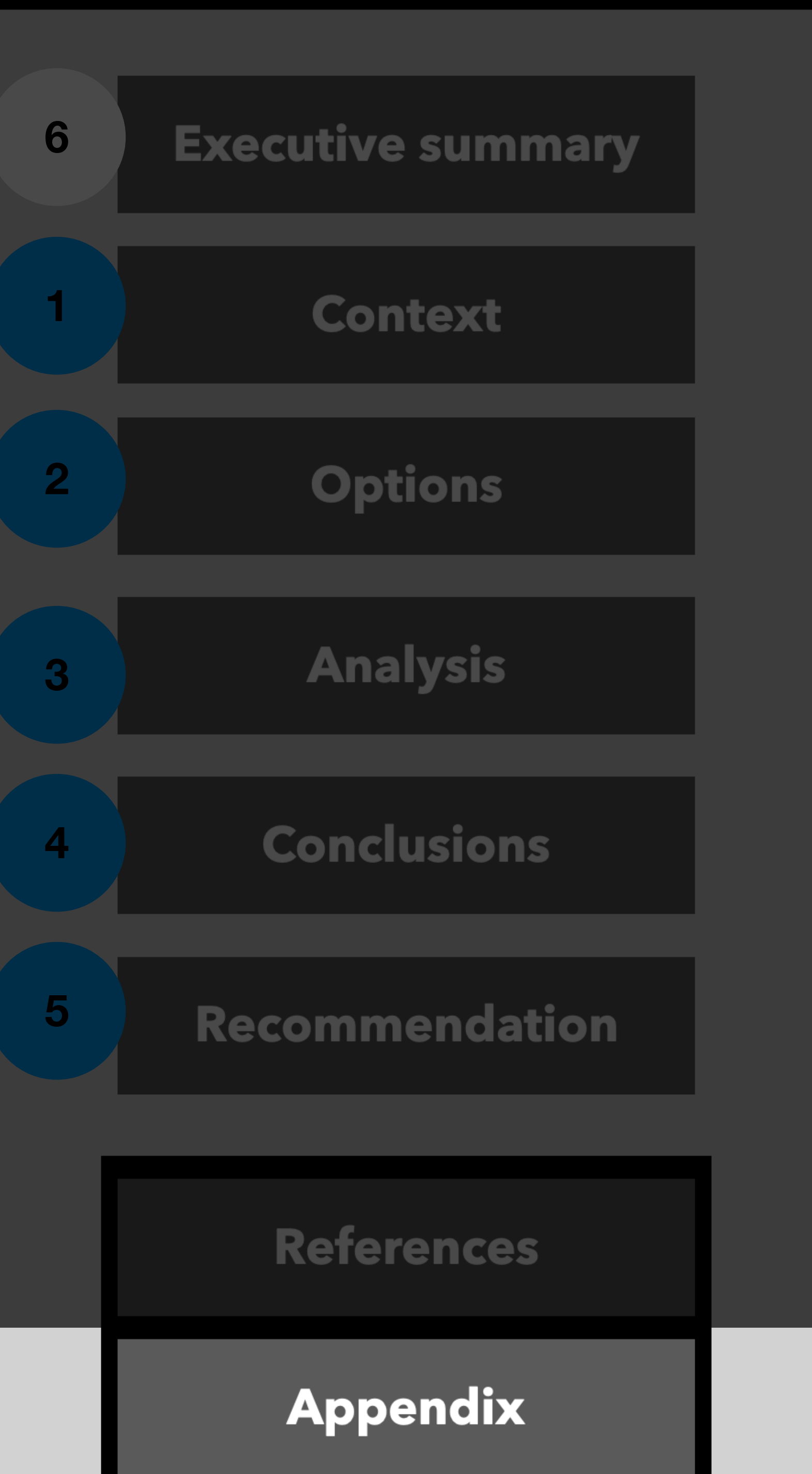
Conclusions

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Appendix

What are the most important facts in this report?



Appendix A

1. Simple list from 1–n (like this one)
2. The numbers match the reference numbers
3. The text briefly states the reason why you believe the source is reliable. For example,

6. From Dalhousie Library database

**7. Available in print and online from a national/
international reputable publisher**

Note: these two are examples only. Use any text that briefly explains your reasoning; the main point is these are brief and to the point.

THE BIG IDEA

The recommendation report tells a convincing story by critically assessing reliable facts, in a way that makes the conclusions and suggested actions obvious to the receiver.

Reference

S. Last, *Technical Writing Essentials - Introduction to Professional Communication in the Technical Fields*, Victoria: University of Victoria, [Online]. Available: <https://pressbooks.bccampus.ca/technicalwriting/>