Anderson defines the three-step process for effective usability of communication information as identifying needs, determining use, and “describing how they will look for that information” (Anderson 100). “By listing what questions your readers will bring to your communication” (Anderson 101) you can begin the process to complete these three steps.

“You must go beyond the questions you can predict … and the kinds of answers” (Anderson 101) you provide your readers to effectively determine the information they are seeking. By organizing hierarchically and grouping together items, you can create salience for information that your reader needs. “Determining how your readers will use the information” (Anderson 100) is just as critical. For example, if your communications encourage skimming, placing the critical information at the beginning and end of your paragraphs sets the communication’s usability up to succeed because of the increased emphasis on that critical information. This mindset has a high “focus on use, not logic, when you organize” (Anderson 105) and is an effective way to design reader centered usability. Knowing how they will use information determines how they will look for it, and puts responsibility on the writer to present it to them in the places they expect.