

Date: 10/25/2020

To: Professor Holly Baker

From: Lexie Gebhard and Brandon Nguyen

Subject: ENGL421 Project 2 Introductory Memo

For Project 2, the team conducted research and created technical documents with the unifying theme of pets, specifically dogs. The team members are Lexie Gebhard and Brandon Nguyen. Gebhard is studying neurobiology and physiology on a pre-med track. She has research experience which involves technical writing and has demonstrated good work ethic. Nguyen is studying web programming and design. He has experience in developing websites and web apps which involves some form of technical writing such as writing app instructions. Both team members are pet owners.

The team created three original technical documents: instructions on how to properly train an animal, a technical description of a slow-eating dog bowl, and a fact sheet about animal shelters in the United States. The technical documents are aimed at pet owners or people who may consider owning a pet in the future. The goal of these documents was to inform and educate the targeted readers about pets and related topics.

The first document of this project is about how to train a dog. The audience of this particular document would be pet owners, and more specifically first-time dog owners who are inexperienced in pet training. The genre of this technical document is classified as instructions because training a dog is a step-by-step process. The genre of troubleshooting guide would have been appropriate if the team had decided to list out common problems during dog training and potential solutions to those problems. However, the team is attempting to inform the audience on how to train their dog. This document was created using information gathered from secondary research of the best training technique and various tips for building dog obedience, as well as field notes from primary research where suggested techniques were utilized and practiced on the team's own pets. For the document style, the team assumes that the reader may read from top to bottom and place the design elements and content accordingly. This allows the reader to feel like they are reading a step-by-step instruction. The light colors were used to encourage positive mood for the reader as dog training may be stressful. As for the content, the team used many analogies and other descriptive language to describe the steps and avoid the use of dog training jargons such as "operant conditioning". Along with information and advice, various pictures of dogs, their owners, and interactions between trainers and dogs were utilized to provide the reader with a visual image to accompany the information about trust, bonding, and relationships.

The second document created by the team was about the Jasgood Slow-Eating Dog Bowl. This document was aimed at dog owners whose pets struggle with fast eating, digestion, choking or obesity. The genre of this technical document is classified as technical description because the team is attempting to describe the product with the intention of encouraging the audience to buy

the product. The genre of specification would have been appropriate if the team only left a table that details about dimensions and other features and that it would have been intended for a different audience such as manufacturers. Information was gathered through the conduction of primary research, which included buying the product and observing its effects on pet eating time and behaviors while eating (field notes and pictures), as well as through secondary research of the product on Amazon and the manufacturer's website. For the document style, this document approaches the same style as the instructions document. Graphics and images were used in order to visually show the bowl and enhance the product description. These included pictures of the dog bowl, images of the various color selections, and a picture of the bottom of the bowl to demonstrate to the reader the construction and rubber non-slip feet.

The final document the team created for this project was about dog animal shelters. The audience for this document could include animal activists, prospective pet owners, or current pet owners. The genre of this technical document is classified as a fact sheet because the team is attempting to describe animal shelters as concisely as possible. The genre of procedures/protocols would have been appropriate if the team had decided to target a different audience such as animal shelter owners/staff and list out steps for them to take on how to handle the process of accepting stray animals to the shelter. Research was conducted using both primary research methods such as field notes and observations, and secondary research methods of using the Internet to gather information about local and general animal shelters. Secondary research sources:

- <https://petpedia.co/animal-shelter-statistics/>
- <https://www.almosthomehumane.org/>

For the style of the document, neutral colors were used to denote the seriousness or create a sobering mood with respect to animal shelters. Like the previous documents, the design elements were placed in a 2-column grid to allow balance. The team attempts to make the content as concise as possible by using bullet points and descriptive language such as analogies. As for the graphics, the team used vector art and images so that the audience may engage and relate to the document. The team also used a pie chart and bar chart to showcase the data in a visual way.

For all three documents, the team attempted to make the content as concise and readable as possible by using descriptive language and following the design principles. The genre of each document was selected based on the topic with respect to the underlying theme of pets and the targeted audience. Original research was done by fieldnotes, observations, and photographic documentation. Secondary research was also performed by literature review and relevant articles on the Internet.

The team had received feedback on all three documents before the final draft. The instructions document and the technical description document was well received with suggestions of minor

design fixes. The fact sheet document was also well received, but it's second page lacked balance. The team has made the appropriate fixes for the final draft with respect to the feedback.