

# Writing Assignment #2

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## Set of Instructions for a Local Website and Description of Accommodating Your Personas

### Summary of the Assignment:

- **Task:** In this assignment, you will write a set of instructions that explain how to accomplish a task on a website *at a local institution*. You will also write a brief description of how the personas that you wrote for writing assignment #1 informed this assignment.
- **Length:** There is no minimum or maximum word count on the set of instructions. However, your instructions must have **eight or more steps**. More information on the number of steps is provided below. In addition, your instructions will have **at least two notes** written to point out items to the user. These requirements are explained in more detail below.
- **Graphics:** You must include at least one graphic for each step.
  - At least 8 graphics should be integrated into your set of instructions.
  - All graphics should be screen captures of the website you are demonstrating.
  - All graphics should be labeled.
- **Incorporating the personas into this assignment:** You will write a description of 100 to 200 words indicating to the instructor how your instructions accommodate the personas you wrote in writing assignment #1.

*For this assignment, it is acceptable to write a set of instructions on how to accomplish a task on a mobile device. An example of this approach would be a set of instructions on how to download an app to borrow library books from your local library.*

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## Brief Description and Strategies to Follow:

Please keep in mind the following principles when writing this assignment:

- You must provide instructions on how to accomplish a task on a website. **The website must be for a regional or local organization or company in your area.** For example, you could write about how to order a pizza from a local pizza shop in your town. You could write about how to purchase an item from a local shop in your area (not from Amazon).
- **National chains are not allowed** for this assignment. The instructions must be written for a local company or organization. For example, you cannot write instructions on how to rent a power saw online from Home Depot. However, you could write instructions on how to rent a power saw online from a local hardware store in your area.
- If you have questions about whether your topic will work, please contact your instructor for approval or for suggestions on the topic.
- The important features of your set of instructions will be that they are written to a general audience but also accommodate the specific personas that you wrote for writing assignment #1.

Some examples of topics are the following. *(Keep in mind that you may select your own topic. These are just examples to help you consider various topics.)*

- how to check your balance in your checking account online at your local bank or credit union
  - how to find and borrow a book on your local public library's website
  - how to order a *chabchae* dish from the local Korean restaurant in your area
  - how to locate a product on your local Craigslist site and contact the seller to arrange for purchase and pickup
  - how to order a large pizza online from a local pizzeria in your neighborhood
  - how to pay a fee on the website for the Motor Vehicle Association in Maryland (or the equivalent for your state)
- You must have **at least eight steps**.
  - Each step is to be numbered and is to begin with an imperative verb, as the resources in the class indicate.
  - Every step **will include a picture or graphic** to help the reader follow the instructions.
  - You must **have at least two notes** written to the user. Last (2019) writes, "...instructions must often emphasize key points or exceptions. For these situations, you use special notices—note, warning, caution, and danger notices." You will incorporate at least two notes to point out key points or exceptions to the user.

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An example of a *Note* is shown below:

5. Select **Choose File** to attach your document.

**Figure 4**

*Choose File*



*Note:* Only .pdf and .jpg files are acceptable.

## Sections to Include in Your Set of Instructions:

The set of instructions will include the following sections:

- Title
- Overview or Introduction with background information about why a user would want to accomplish the task you are describing.
- Instructions
  - number all of the main steps, as the resources for the class indicate
  - do not number the notes. Rather, indicate a note to the reader by using the marker *Note:*
  - provide a graphic for each step of the instructions
    - all graphics will be screen captures of the website.
    - all graphics should be labeled, as demonstrated in the samples posted to the class.
- A description of how the instructions accommodate the personas. **Remember, each one of your personas had at least one pain point or one unique situation that needs attention in your set of instructions.** Your instructions for this assignment will accommodate each persona's pain points or unique situation. It is in this section of the assignment that you describe how you accommodated them.

## Helpful Guides and Resources:

- The Tech Writing Handbook by Dozuki, which is one of the resources listed in our class, has an [appendix that provides tips in writing instructions](#) and incorporating graphics into instructions.
- The Mayfield Handbook, which is also one of the resources listed in our class, features excellent tips on writing instructions.
  - Section 2.8.3 of the handbook, [Instructions and Procedures](#), will be particularly helpful.
- Two sample sets of instructions are provided in our class in LEO.

## Due Date:

Your instructor will notify you of the due date. You will write a first draft, your instructor will comment on the first draft, and you will submit a second draft using the comments as your guide.

## References

Last, S. (2019). *Technical writing essentials*. <https://pressbooks.bccampus.ca/technicalwriting/>