To: ATG Access

From: Matthew Spall

Date: April 17, 2023

Subject: Redesign Proposal: Exploring the Future of Urban Design White Paper

## Purpose

The purpose of this memo is to propose a redesign for the ATG Access white paper: Exploring the Future of Urban Design to a business pamphlet. I argue that a new format will enhance its rhetorical effectiveness. This will include analysis of the white paper’s rhetorical choices and possible redesigns.

## Summary of White Paper

ATG Access is a British company which manufactures bollards, roadblocks, and other urban security systems. The company created the Exploring the Future of Urban Design white paper to assess the contemporary problems of urban planning and explores solutions to what is deemed to be the main issue.

From the white paper the two most important problems of the future facing urban planners are security and sustainability, with security being the most important. Terrorism and cybersecurity attacks are main security threats. The evidence provided by the white paper shows that these are the main issues that come from surveys conducted by ATG and there is no access to the survey methodology from the white paper.

To solve the security issue, ATG Access proposes two solutions: impact-tested street furniture and adaptable spaces. Impact-tested street furniture are environmental designs that can act as barriers to protect urban areas. Adaptable spaces are areas that are easy to change in accordance with specific situational demands. Urban areas have multiple uses, and adaptable spaces can change in accordance with the circumstances to increase safety.

The goal of the white paper is to inform possible buyers about areas which ATG Access could provide urban security systems to city spaces. It shows changes to the urban environment and how they could evolve with those changes. This information would help to convince buyers.

## Rhetoric Revision

For a new rhetorical situation, the white paper should be turned into a business pamphlet to solve its issues. The purpose of this change is to adhere to the goal of informing buyers of ATG’s product areas in a more readily available way. The business pamphlet would be given out during a business meeting or presentation on the products they are discussing. The main audience would still be the same, but the pamphlets would be more widely appealing, because they are easier to use, making them more able to capture a wider audience. Plain language would be key to this adaptation because the goal is to have the audience digest the information as quickly and easily as possible.

## Redesign Plan

The main rhetorical weaknesses that this white paper suffers from are formatting, structure, and unverified evidence. The redesign will include changes from the genre adaptation as well as changes that would apply across rhetorical situations.

### Redesign #1: Capitalization

To address the formatting issue, I propose changes to capitalization and font. Several headings and sections in the white paper that should be capitalized to improve the professional tone. The places that should be capitalized are:

* “Exploring the future of urban design” (Pg. 1) to “Exploring the Future of Urban Design”
* “Aesthetic appeal vs security” (Pg. 13) to “Aesthetic Appeal vs Security”
* “Impact-tested street furniture” (Pg. 15) to “Impact-Tested Street Furniture”
* “Future-proofing our cities” (Pg. 18) to “Future-Proofing our Cities”

The design choice is simple but necessary for both the white paper and business pamphlet as having lowercase letters is unprofessional. The design problem weakens credibility. In the redesign my propositions correct this issue and in the business pamphlet and allow it to meet audience expectations.

### Redesign #2: Remove Sections and Heading Consistency

To address structural problems, I propose the removal of unnecessary sections and heading consistency. The white paper lacks heading continuity headings with the same format are found as both full sentences, usually in the form of questions, and found as short phrases; these are the examples listed above.

In the business pamphlet I recommend removing all the sections that are covered by the questions sections, as well as other sections that are not concise. The sections are:

* “What are the key challenges the city of the future needs to overcome?” (Pg. 6), the survey data should be kept but moved into “What we found” (Pg. 5) section.
* “Why security threats have been deemed the most pressing issue” (Pg. 8)
* “How contemporary urban design is heightening the security threat” (Pg. 10)
* “What is stopping our cities from evolving to meet the changing security threat?” (Pg. 11), new data points should be kept but moved into “What we found”(Pg. 5) section. Restated data points should be removed.
* The case study section should be removed.

The design choice is important to fix the structure of the white paper as well as condense it into something that could fit on a pamphlet. It will keep the headings consistent to help the reader follow along as intended and not get lost. The removed sections oftentimes contained information that was new or some that reiterations from other sections. The reiterated information should be removed, but some of the data points can be moved to other sections. The data points are represented by graphics and would work well on the pamphlet.

### Redesign #3: Include Survey Methodology and Extra Information Through a Link or QR Code

To address the unverified evidence, I propose the inclusion of sources and survey methodology somewhere available. A solution would be a link or QR code on them which would include survey methodology as well as any other information that could be important such as the case study I suggest be cut from the pamphlet.

The final design choice is important to increase credibility and help to supply the audience with more information if they are willing to read it. Having a link or QR code with methodology is important because without it the survey means nothing as there is no indication of how the data was collected or what it means. Presenting more information through a link or QR code allows for the presentation of the pamphlet to be concise and easy to read, but if someone wants to know more, they have that ability.

## Conclusion

The redesign into a business pamphlet is necessary because it helps to condense the information of the white paper into its main points which are easily digestible. The new format is also able to be more useful as the white paper’s lack of more solid evidence hinders it more than it would a business pamphlet.

The ATG Access white paper suffers from three main issues: professionalism, structure, and evidence. To solve these issues and to present the white paper in a new rhetorical situation, I propose that the white paper be changed to a business pamphlet. In this redesign there are three main redesigns, both which solve issues in the white paper and shift the white paper into the new rhetorical situation. They are to change capitalization, remove sections and heading consistency, and include survey methodology and extra information through a link or QR code.