# Writer’s Needs & Goals

* 1. What is the specific purpose of this document? (Perform a task, solve a problem, inform, etc. – be specific.)
* **The purpose of the document is to ensure that the software can be deliver at the right time without any issue. However, the software development team is still undergoing with testing and fixing bugs for the software, but the project manager want to cut off the test and deliver it right at the deadline.** 
  1. What is the intended effect of this document on the reader? (Win support, change behaviour, etc.)
* **As a reader, they will not agree with Mr. Thompson, who is the project manager with no software development skills, about the opinion of cutting test and deliver an “unfinished" software. As a person in business, it is better to move the deadline and deliver a complete software or app rather than deliver an unfinished work that they might have to work later on**

# Audience Identity

* 1. Who is the primary audience? (Name, job title.)
* **Mr. Thompson, Project Manager**
  1. What is their relationship to you? (Client, employer, other.)
* **Employer**
  1. What is the primary audience’s temperament? (Cautious, impatient, experimental, task-focused, analytical, supportive, etc.)
* **The project manager is an impatient, careless person, who doesn't care about if the client data might be leak out, all what he cares is about how to deliver the product on time (this is true in business but there should be some exception).** 
  1. Who might be in the secondary audience for this document? (Names and/or roles.)
* **Good Health Clinics, the client of the company**
  1. What is the reader’s probable attitude toward you, the writer? (Intimidated, hostile, receptive, friendly, etc.)
* **His attitude sound little bit of intimidated, where he didn't say they need to complete the project soon or encourage the team to work faster, all he said is the company exists to deliver software, on time and on budget, sound like if they don't get stuff done on time, they could get fired. He also care about his popularity of the person who deliver stuff on time more than a person who can deliver a completed stuff.**

# Audience’s Needs, Goals, and Expectations

* 1. What is the reader’s prior knowledge about this topic? (No knowledge, some knowledge, expert, etc.)
* **The reader has no prior knowledge about software development area as it takes time to fix bugs and to complete a completed software. Project Manager of a certain area must be the one who used to work on that area so they know and understand the obstacles and circumstances that their team might face with.** 
  1. What questions will the primary audience have about the topic and/or the document’s contents? (List probable questions.)
* **The deadline is approaching, Does testing and fixing bugs really help at this point?**
* **This software has been working for at least one month, does that mean my team has issues with technical skills so they can't finish this easy software?**
  1. What information is most important to this reader? (Interpretations, costs, conclusions, etc.)
  2. Is the reader expecting this document? Why or why not? (Reader request, my idea, other.)
* **I think they do expecting this document, but not with that tone. They understood that they are a little bit behind and they are working hard to complete and deliver stuff on time. Instead of stating the company’s goal, the Project Manager could have asked them about the progress and encourage them. They also, didn't expect to be instructed that to cut down the tests and fixing bugs as it is their job to do it.** 
  1. What is the reader’s probable attitude toward the topic? (Indifferent, skeptical, enthusiastic, curious, etc.)
* **They will be a bit of skeptical about his leading skills as instead of telling them what they need to do, why doesn't he listen to them, as they are the one who work and interact with the materials the most, so they know what is the best.** 
  1. What are the reader’s probable objections to the document’s message? (Cost, time, staffing, none, etc.)
* **The readers need more time, as a person in software development, I understand that it is hard to find a problem and a solution for it. It's look easy in the outside but not in the inside. It could be, about staffing, that they might not have enough people to share the entire project, divide the work to boost up the time.** 
  1. Who is most affected by this document? (The reader, the writer, other employees, clients, etc.)
* **I would say the writer as he has no knowledge about software development, therefore, when he wrote the email to his employee, he has no idea how hard they have been working. Also, the tone he used on the email isn't appropriate as a Project Manager. The team, in the other hand just work on the project and if the Project Manager still want to cut down the steps, and it causes the software to failed, it's still the Project Manager’s responsible to deal with.**
  1. What is the reader’s probable reaction to the document? (Resistance, approval, anger, guilt, etc.)
* **They could be angry as, I’ve said, they have been working hard, and without a compliment, they got a complaint from the head. In the other hand, they could be resistance, like email back to the Project Manager that he has no background of technical so he has no idea how long it takes to complete the software, also, to remain ethical for the team.**

# Document Planning

* 1. What is the best tone? (Businesslike, apologetic, enthusiastic, other.)
* **First, they should apology the Project Manager, then they can stated the issue they are having with (mostly time, but could be lack of people) so the Project Manager has a sense about the progress, and at least, they have sent an email in an appropriate tone, not scream back to the Project Manager, even if they are angry.**
  1. Do you need to persuade your reader? If so, what strategies will you use to convince the reader?
* **I need to persuade the reader, especially tell them the important of fixing bugs and testing, so that way, when we deliver the software, we will get compliment, not complain. Also, that will avoid the company to keep fixing bugs for a delivered software, which will not create a good image for the company. In additional, in the email, they should add their deadline on the next progress they going to do, so the Project Manager can plan ahead if he needs.** 
  1. When does this document need to be sent to the reader? (Due date.)
* **It should be sent no longer than tomorrow as the deadline is approaching soon (next week). Therefore, if the team or Project Manager has a conflict, they still have time to sit down and address the issue.**

**Adapted from:**

Lannon, Gurak, & Klepp. “Figure 2.2 Audience/Purpose Profile Sheet.” *Technical Communication*, 6th Canadian ed., Pearson, 2015, p. 33.

# Effective Writing Process

Once you have analyzed your audience and purpose, begin the writing process:

* 1. Gather and choose content
* What is your core message to your reader?
* What information or data does your reader need to understand the situation? To take action or make decisions?
  1. Organize that content
* How will you organize information to create an appropriate tone?
* How will you organize information to persuade your reader?
  1. Compose the first draft
* Create the message.
* Format it according to the appropriate document type.
  1. Finish the document: revise content & structure, edit phrasing, fix errors, polish format
* Can your document be more specific?
* Is all information relevant?
* Is the document as concise as possible?
* Is the tone appropriate: positive, objective, polite, soft, reader-centred?

**Adapted from:**

Lannon, Gurak, & Klepp. “Figure 3.1 An Efficient Writing Process.” *Technical Communication*, 6th Canadian ed., Pearson, 2015, p. 39.