WHAT ARE YOUR READERS' ATTITUDES AND EXPECTATIONS?

In thinking about the attitudes and expectations of each of your most important readers, consider these three factors:

Your reader's attitude toward YOU. If a reader's animosity toward you is irrational or unrelated to the current project, try discussing other, less volatile projects or some shared interest.

Your reader's attitude toward the SUBJECT. If possible, gauge your primary readers' attitudes beforehand.

Your reader's expectations about the DOCUMENT, including scope, organizational pattern, amount of detail, and application.

HOW WILL YOUR READERS USE YOUR DOCUMENT?

In thinking about how your reader will use your document, consider the following four factors:

The WAY your reader will read your document. Will he or she file it, skim it, study it carefully, modify it, try to implement its recommendations, use it to perform a test, or use it as a source document?

The PHYSICAL ENVIRONMENT in which your reader will read your document, including light levels and exposure to the elements.

Your reader's READING SKILL. Consider whether you should be writing at all and at what level, or whether you should use another medium, such as a video, an oral presentation, or a podcast.

The DIGITAL PLATFORMS on which your reader will read your document. How can you design the document so that it is easy to access—easy to get to, to see, to navigate, and to use—in these environments?