

document brief checklist

why am i writing this document?

**who wants it?
why?**

**who needs it?
why?**

**who will use it?
why?**

what is the information?

- product-oriented.
- process-oriented .
- task-based.
- idea-based.

who is the audience?

how large?

what is my relationship to the audience?

- part of my organization?
- are they bigger dogs than me?
- do they know me?
- do they like me?

what are they like?

- what are their responsibilities?**
- what are their interests?**
- what are their attitudes?**

what do they need to know?

what do they already know?

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how will the document be used?

- skimmed
- scanned
- searched
- read (linear processing)

after they use it, what will the audience do with it?

- discard it
- file it (and use it again later)
- answer it
- use it as the basis of an action
- use it as the basis of a decision
- other

how can you deliver it?

- electronically
 - on product
 - external
- hard copy
 - on product
 - external

how will i know it is successful?

who will judge it?

- my boss
- my customers
- other

what does it have to accomplish?

- help someone perform a task
- help someone learn
- change someone's attitude
- other

document brief checklist

what are the constraints?

deadline(s)
budget(s)
resources

now, and only now: what the hell should it (they) be?

	<i>electronic</i>	<i>hardcopy</i>	
→task immediacy→	<input type="checkbox"/> suasives	<input type="checkbox"/> suasives	→user awareness→
	<input type="checkbox"/> document(s)	<input type="checkbox"/> document(s)	
	<input type="checkbox"/> help	<input type="checkbox"/> card(s)	
	<input type="checkbox"/> message(s)	<input type="checkbox"/> message(s)	
	<input type="checkbox"/> interface language	<input type="checkbox"/> interface language	