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?
document brief checklist

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?

<table>
<thead>
<tr>
<th>electronic</th>
<th>hardcopy</th>
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<tbody>
<tr>
<td>□ suasives</td>
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<tr>
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</table>

→ task immediacy →

→ user awareness →

English 392A, Harris, 3/3