The Exercise A Feasibility Report Peer Critique

Your Name: Author’s Name:

I. Format

A. Look at the feasibility report’s **format**. Is it in memo format? Is the memo heading formatted correctly?

B. Look at the feasibility report’s **subject heading**. It should note *both* the type of report and focus of the report. (ex. FEASIBILITY REPORT ON COMMERCIAL BLU-RAY PLAYERS) Offer suggestions so that the text’s subject is clear.

C. Look at the text’s **overall presentation**. Does the author use **headings** and **highlighting** (i.e., bolding, italics, subheadings, etc.) for clarity and easy access to each area of her/his report? Offer suggestions on ways the author might more effectively present the document.

D. Review the text’s **introduction.**

1. Does the introduction contain a **purpose statement** that explains the reason for crafting this document

and who prompted the author to write this document? If not, note ways in which the author might make

this clear.

2. Does the author use the introduction to answer efficiently the questions within a **journalist’s**

**question model**? (i.e., Who? What? Where? When Why? Note: How? is always answered within the

body/discussion of a text.) Overall, does the introduction provide enough specifics that a lay

person/peer can see the objectives of this document? What’s missing?

E. Review the text’s **recommendations**. (Depending on which model you’re following, this can come after the introduction or at the end of the report.)

1. Is there a **clear, specific and relevant recommendation** that explains the “benefit”

of assenting to this proposal? Does this recommendation and explanation appear “valid”?

Explain.

F. Review the text’s **discussion/body**. (Note: you can choose to follow the format of the example in our textbook or the format in the student samples and the Generic Feasibility Model on Blackboard. In either case, you will need criteria for evaluation and an analysis of that criteria.)

1. Feasibility reports typically break a “problem” into two parts: **criteria** for evaluation and an **analysis**

where the author comparatively discusses the pros and cons of a vendor, name brand, type, etc. Note

whether or not the author uses this format and offer suggestions for improvement.

2. Discuss the **criteria** the author elected to use in order to support her/his recommendation and whether

or not this **criteria** is effective or relevant. Further, note whether or not the author needs to include

additional or less **highlighting techniques** for further clarity and accessibility to the presented ideas.

3. Discuss the **order** in which the criteria and analysis are presented. Does there appear to be an order selected? Alphabetical? Most important to “least” important? Subjective to objective? Does it work?

4. Comment on the **quality of information** presented: is all of it necessary? Are important, key bits of

information missing and, as a result, is the report too ambiguous? Discuss what additional information

might assist readers—and what information might be removed due to its irrelevance.

5. Note the author’s use of **jargon and acronyms**—are they defined clearly? Note here what must be

further clarified and what is unnecessarily defined.

6. Does the author use **graphics or a table**? If so, are they necessary? Discuss how the graphic(s)

compliments the body’s content. If a graphic is not necessary, note this and *explain why.*

7. If the author uses a **table** to illustrate criteria comparison

a. Is the table effectively **labeled (given a title and number)**?

b. Is the table effectively **presented** so readers understand what is being analyzed and how?

d. If the author uses **highlighting** in the table, is it effective? Is it necessary? Is it too fancy?

G. Does the report end with a “call to action”? In the textbook this is just a short paragraph at the end of the report. In the Blackboard model, the report often ends with a “conclusion” paragraph followed by a “recommendation paragraph” that contains the “call the action.”

Any other comments? Grammar/punctuation issues? Clarity? Conciseness?