

## Chapter 15

# In a Nutshell

Feasibility studies and recommendations present a position based on credible criteria and facts. *Feasibility studies* use criteria to investigate an item in order to tell the reader whether or not to accept the item. *Recommendations* use criteria to compare item A to item B in order to tell the reader which one to choose. To decide whether or not to air condition your house is a feasibility issue; to decide which air conditioning system to purchase is a recommendation issue.

**Report strategy.** In the introduction, *set the context*: tell the background of the situation, explain the methods you used to collect data, and state why you chose these criteria. In the body, *deal with one criterion per section*. A helpful outline for a section is

- ▶ Brief introduction to set the scene
- ▶ Discussion of data, often subdivided by alternative

- ▶ A helpful visual aid
- ▶ A brief, clear conclusion

**Based on criteria.** Criteria are the framework through which you and the reader look at the subject.

- ▶ Select topics that an expert would use to judge the situation. (For the air conditioner, a criterion is cost.)
- ▶ Select a standard, to limit the criterion. (The limitation is “the system may not cost more than \$6000.”)
- ▶ Apply the criteria. (Look at the sales materials of two reputable systems.)
- ▶ Present the data and conclusion clearly. Report the appropriate facts from your investigation, create a useful visual aid, and use heads and chunks to guide the reader through the subsections.