

The Formal Report Assignment

(Grade Weight: 25% = Report: 20% + Presentation: 5%)

Due: November 28th (submit the final draft as a PDF file on Canvas by 11:59 p.m.)

Your mission: Each team is a consulting company that will write a 16- to 20-page professional report on the subject stated below. Briefly, you will analyze three websites from a particular industry—from theaters to woodworking to hotels to almost any product or service. Your analysis should be based on three criteria (for example, attractiveness, ease of navigation, and quality of content). Determine your own criteria based on your own selected texts (websites).

The report will consist of about six (6) pages for the front matter and 10-14 pages for the body of the report. See the examples in the textbook for the different sections that should be included in the front matter and the body of the report. Follow in-class instructions on how to complete the parts of this report.

Subject of your report: An organization (think of any organization specializing in an industry of your choosing) is in the process of having a new website designed. The organization has hired your consulting team to give suggestions for the new design. You have decided to analyze three websites in the same line of work as the organization. Your formal report should present your analysis and recommendations based on the best features of the websites you have analyzed.

Formal Report – Project/Consulting Teams

Team #1:
Hannah Adams
Nanci Arevalo
Jordan Jones

Team #3:
Tanna Turner
Abby Collier
Lexi Stenback

Team #5:
Jeremy Derflinger
Hannah Auerbach
Kristin Wilcox

Team #2:
Kirsten Wachsmann
Summer Chenault
De'siree Fairley

Team #4:
Amy Sivils
Abby Jones
Sarah Wright

Team #6:
Kourtney Landis
Mason Moorefield
Maggie Santry
Hanna Schenkelberg

Note: Presentation guidelines will be discussed separately.

Marking Grid

	Ex	VG	G	F	P
Report correctly & consistently formatted					
Report looks professional/attractive					
Title/cover page					
Letter of Authorization					
Letter of Transmittal					
Table of Contents					
Table or Figures / List of Figures					
Executive Summary					
Introduction / Background					
Mode of Analysis (if present)					
Analysis: Website 1					
Analysis: Website 2					
Analysis: Website 3					
Conclusions					
Recommendation(s)					
Graphics properly labeled, mentioned in text					
Survey works well					
Survey results well integrated into report					
Well-written (uses Cs, no grammar or spelling errors)					
Minutes					
Work logs					