Session 26: Recommendation Report
Macrostructures
Framing Recommendations

1. Recall the mission of the organization, their communicative goals, and the goals of users

2. Think both short and long term

3. For every recommendation, plan to include an explanation, rationale, example, and implementation options

4. Consider your overall aim as providing information to guide decision-making.
Microstructure is the same for all lines of argument...

Recommendation 1

- description
- rationale (with data)
- example
- options for implementing (other examples)
Microstructure is the same for all lines of argument...e.g.

To keep “News and Events” page current, use a weblog format and a simple template description:...a weblog format allows users to log in and add events to the page... - rationale...easy to add new items without editing html code...

example...<screen shot>

options...links to other sites w/ short intros
when your client specifically asked you to investigate something, your report looks like a research report:

I. The team’s charge
II. Research Questions
III. Methods
IV. Findings
V. Discussion
VI. Recommendations
Macro structure: “18 month plan”

when your client is looking for a roadmap to developing the site, with short and long-term milestones, organized in priority order

I. The Org’s Communication goals for the site
II. Overview: Where the site is currently
III. Overview: The new vision for the site
IV. Recommendations (for getting to the new vision)
Macro structure: “targeted upgrade”

Situation 3: when your client is aware of the need for a change in a specific area, and is expecting a detailed plan for this change

I. The Org’s Communication goals for the site

II. Need for upgrade, org’s perspective

III. Summary: User’s attitudes & performance related to targeted area

IV. Recommendations
Macro structure: “the tough sell”

Situation 4: when your client is unaware of the need for a change in a specific area, but user data indicates that it is necessary

I. The Org’s Communication goals for serving users

II. User’s goals for the site

III. Problem: How user’s goals and current design are clashing (backed up w/ data)

IV. Recommendations
One last note about structures...

These examples are not the only scenarios that may arise. You will need to consider your own situation carefully in order to design the macrostructure of your recommendation report.

Regardless of the macrostructure, though, the microstructure will stay fairly stable.