**FEASIBILITY REPORT**

**PROJECT INSTRUCTIONS**

Percentage Weight of Final Grade: 35-40%

**Project GOALS**

* Practice collaborative working skills in a team to create an effective formal report
* Produce a feasibility report following appropriate genre conventions
* Tailor a document using evidence and style to the goals and priorities of an audience of decision makers
* Explain a specific problem and develop realistic potential solutions to that problem
* Integrate evidence gathered from research to support an argument
* Use data visualizations to integrate data in support of an argument
* Write using a style that emphasizes clarity, concision, and accuracy
* Apply principles of document design to create a visually appealing document designed   
  for readability

**Why a FEASIBILITY REPORT?**

Feasibility reports are used to assess whether an idea or plan is practical by presenting possible solutions and assessing their feasibility—or whether a proposed solution can practically be achieved. It does **not** select a solution and recommend or propose its implementation. The job of the feasibility report is to present the problem in context and supply three well-researched solutions with a discussion of feasibility and relative costs/benefits of each. A feasibility report presents and analyzes option and then gives that information to an audience of decision makers who will decide what to do based on the information in the report.

Feasibility reports answer questions such as:

* What is the problem and what are the best approaches for solving it?
* Is a particular course of action likely to succeed?
* Do the benefits outweigh the risks?
* What are the pros and cons?
* What are the alternative courses of action?
* Should anything be done at all?
* Is the timing right for action?

A feasibility report uses evidence and critical thought to propose doable solutions (ideas or plans) for real problems. This means that to create an effective report, you will be responsible for supporting your topic through significant research. You will use research to persuade your audience the problem is real and worth solving and that the solutions are feasible. Your audience relies on you to provide the facts and evidence that will help them make a decision. To do this work, you must keep in mind the audience’s priorities and values as you explain the problem and analyze the solutions.

**ASSIGNMENT**   
Working in teams, you will write a formal feasibility report about a specific issue on the USF campus, or in our local community. See the topic generation handout for more information.

The report will analyze the issue, present at least three possible actions/solutions that address the situation, and assess the feasibility of each solution using decision criteria relevant to the problem and supported by research.

**Formal Report**

In completing the Feasibility Report assignment, you will be reporting on a local problem and complete the following activities:

* Research the problem, to include
  + Background and context
  + Quantitative data (e.g., statistics, demographics, etc.)
  + Qualitative data (e.g., interviews or surveys, etc.)
* Develop explicit decision criteria (at least three) used to assess the feasibility of potential solutions
  + Decision criteria: Variables or characteristics that are important to the organization making the decision. (i.e., human resources, budget, real property issues, environmental issues, usability, etc.)
* Generate solutions (at least three) that significantly that work to improve, if not fix the problem
* Write a feasibility report presenting your work that synthesizes your research with your decision criteria to prove the feasibility of all solutions provided, and also discusses the strengths and weaknesses of each solution
  + Your feasibility report will include at least two data visualizations tailored to your purpose and audience

**Visualizations**

In addition, the report must contain at least two data visualizations that explain the research to your audience in a visual format. Data visualizations can include graphs, charts, tables, etc. Each visual should be tailored to your purpose and audience and fully integrated with a caption and analysis, as you learned in Project 2 Information Design.

**Collaboration**

Successful collaborative writing is a major objective of the project. You will be asked to consider your work habits and the implications of those habits when working collaboratively. In teamwork, leverage team member strengths in the workflow and in assigning duties--i.e., math skills, attention to detail, writing skills, visual design skills, strong organizational skills.  Also build into your workflow ways to negotiate work habits like procrastination or perfectionism to ensure that all team members complete work on time and up to the teams’ specifications. The initial memo deliverable includes a Team Charter that asks you to be both critically reflective and honest with the team about your work habits, and to think through how the team will work together. Collaborative skills are further developed through regular Team Progress Reports. The efficacy of the team’s collaborative efforts is reflected in the Individual Team Evaluations submitted at the end of the semester.

**DELIVERABLES**

\*Note: In your feasibility report you are **not** picking or recommending your favorite solution. What you are doing is preparing information that would enable the recipient of the report (your target audience) to make an informed decision regarding what to do about the problem.

You will have several components to the team project:

* Memo to the Instructor
  + Explains the team’s planned course of action for the project
  + Includes Team Charter and Work Plan
* Formal Feasibility Report
  + Length: 10-15pp
  + Visualizations: The Feasibility Report must include at least two data visualizations that are tailored to your audience and purpose.
  + Research: 15 sources minimum
* Team Progress Reports
* Self and Team Evaluations

**RESOURCES**

RAWWr Textbook Chapters

* Chapter 19 Reports—Genre conventions of the report
* Chapter 21 Workplace Research—The process of research and types of research
* Chapter 5 Visual Design—Creating data visualizations and integrating them into your report
* Chapter 4 Document Design—Create a readable and usable document for your audience using effective document design
* Chapter 20 Collaboration—Best practices for facilitating effective collaboration
* Chapter 11 Writing Style—When writing a longer, collaborative document, consistent, effective writing style is essential. This chapter will help you align your writing styles to create a cohesive document

Course Resources

* Team Charter—An effective team charter will give you a guide to the workflow of the project—deadlines, drafting schedule, and meeting schedule. It also will ensure that the team works well together—communication technology and expectations, as well as conflict resolution
* Topic Selection Guide—This guide helps you identify a solvable and researchable problem in the community
* Surveys Exercise—This exercise help you write and circulate an effective survey
* Problem Statement Drafting Exercise—This exercise helps you understand the importance of the problem statement and how to write an effective problem statement
* Decision Criteria Drafting Exercise—This exercise explains the role of decision criteria and helps you select the most effective decision criteria for your audience and solutions
* Evaluating Solutions Exercise—This exercise explains how to use your decision criteria to analyze your solutions for feasibility

**Sample Format for Feasibility Report**

There is no one correct way to structure a report. The subjects and heading you cover will be determined by the requesting organization and the target audiences. The sample format below will get you started as you think about the content you will need to provide for your purpose and audience.

**Front matter**

* Abstract
* Problem Statement and Analysis of Problem
* List of decision criteria (with justification) used to judge the solutions’ feasibility

**Solution 1**

* Description
* Whether/how/how well it satisfies the decision criteria
* Research proving whether or it is feasible

**Solution 2**

* Description
* Whether/how/how well it satisfies the decision criteria
* Research proving whether or it is feasible

**Solution 3**

* Description
* Whether/how/how well it satisfies the decision criteria
* Research proving whether or it is feasible

**Call to Action**

* Is/Is not taking action to address the problem feasible?
* Why/Why not
* Why is taking action to solve the problem important?

**References**