

## ✓ CHECKLIST for Usability of Proposals

(Numbers in parentheses refer to the first page of discussion.)

### Format

- Is the short internal proposal in memo form and the short external proposal in letter form? (573)
- Does the long proposal have adequate supplements to serve the needs of different readers? (583)
- Is the format professional in appearance? (340)
- Are headings logical and adequate? (356)
- Does the title forecast the proposal's subject and purpose? (579)

### Content

- Is the problem clearly identified? (579)
- Is the objective clearly identified? (579)
- Does each key element in the proposal support its objective? (581)
- Are ideas and claims supported with facts or specific discussion? (580)
- Is the proposed plan, service, or product beneficial? (568)
- Are the proposed methods practical and realistic? (580)
- Are all foreseeable limitations and contingencies identified? (580)
- Is the proposal free of overstatement? (581)
- Are visuals used effectively and whenever appropriate? (582)

- Is each source and contribution properly cited? (583)
- Is the proposal ethically acceptable? (580)

### Arrangement

- Is there a recognizable introduction, body, and conclusion? (584)
- Are all *relevant* headings from the general outline included? (584)
- Does the introduction provide sufficient orientation to the problem and the plan? (584)
- Does the body explain *how*, *where*, and *how much*? (586)
- Does the conclusion encourage acceptance of the proposal? (589)
- Are there clear transitions between related ideas? (Appendix C)

### Style and Page Design

- Is the level of technicality appropriate for primary readers? (581)
- Do supplements follow the appropriate style guidelines? (583)
- Will the informative abstract be understood by laypersons? (648)
- Is the tone appropriate? (271)
- Is the writing style clear, concise, and fluent throughout? (244)
- Is the language convincing and precise? (582)
- Is the proposal written in grammatical English? (Appendix C)
- Is the page design inviting and accessible? (583)