

✓ Checklist: Usability of Proposals

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

Content

- Are all required proposal components included? (539)
- Does the title forecast the proposal's subject and purpose? (534)
- Is the background section appropriate for this audience's needs? (534)
- Is the problem clearly identified? (535)
- Is the objective clearly identified? (535)
- Does the proposal demonstrate a clear understanding of the client's problems and expectations? (534)
- Is the proposed plan, service, or product stated clearly? (535)
- Are the claims honest and supportable? (535)
- Does the proposal maintain a clear focus on benefits? (535)
- Does it address anticipated objections? (536)
- Are the proposed solutions feasible and realistic? (524)
- Are all foreseeable limitations and contingencies identified? (536)
- Is every *relevant* detail spelled out? (536)
- Is the cost and budget section accurate and easy to understand? (536)
- Are visuals used effectively? (537)
- Is each source and contribution properly cited? (538)
- Is the proposal ethically acceptable? (535)

Arrangement

- Does the introduction offer clear orientation to the problem and the plan? (539)
- Does the body section explain *how, where, when, and how much*? (541)
- Does the conclusion encourage acceptance of the proposal? (543)
- Are there clear transitions between related ideas? (693)
- Does the long proposal have adequate supplements to serve the needs of different readers? (538)

Style and Page Design

- Is the level of technicality appropriate for primary readers? (537)
- Does the tone encourage acceptance of the proposal? (537)
- Is the writing clear, concise, and fluent? (216)
- Is the language precise? (236)
- Is the proposal grammatical? (670)
- Is the page design inviting and accessible? (538)