

Unit 3: Feasibility Study

In this unit, you will work collaboratively with a team for a real-world client to solve a problem. You will identify a client and a *researchable* workplace problem. As a team, you will research three feasible solutions to the problem and based on that research and your client's criteria, your group will make a recommendation to the client in the culminating Feasibility Report. This project involves multiple genres—most notably a substantial proposal and report—and consistent workflow management.

Your first task is to select a client and a problem. Think broadly about who this client might be. Try to work on a project that you care about.

Potential Clients:

- professional organization
- company with which you've interned (or would like to work)
- fraternity or sorority
- academic department
- campus organization
- nonprofit
- religious institution

Successful Projects:

- PR development for a fraternity
- renovation & contracting for a sorority bathroom
- long-distance travel options for residents in a care facility
- improved payroll system for a family company
- flooring options for a series of pig barns
- expansion study for a lighting business

There are a variety of ways to approach the “problem” component of this assignment. The client analysis, if thorough, should help you generate an approachable problem. The most successful studies tend to compare three possible solutions in order to determine the best one, but there are also other ways to approach this.

Your project need not (and likely should not) mimic any of these. This list is meant to illustrate the variety of approaches that are possible in this assignment and to give you some idea of the scope of a successful project. Note that all of these studies addressed a well-contained, manageable problem.

Document Requirements

1. **Client Analysis** (100 points): You will describe the client, providing background and history and an in-depth discussion of the problem you will address on the client's behalf. 2-3 pages.
2. **Project Proposal & Timeline** (100 points): Your proposal is a *persuasive* document that addresses the needs of your client: How can you persuade them that they need your report? What problem do they face? A strong proposal must clearly identify the problem you are addressing along with either your proposed solution(s) or your method(s) for determining a solution. It should be 3-4 pages and include the following components:
 - **Abstract:** The document should begin with a descriptive abstract and a “map” of the material you plan to discuss.
 - **Body Text:** You will offer a background statement that establishes the larger context for your project. Address what you know and don't know about the problem, and explain the reasons your report is needed so your client can make an informed decision. You will also map out your basic research methodologies here.

- **Timeline:** Include a rough timeline, including dates, that describes when (and how) you will accomplish the production of your report.
 - **Visuals:** You may include illustrations, graphs, or sidebars to emphasize key points of your proposal.
3. **Feasibility Report** (150 points). See below.
 4. **Final Presentations** (50 points): Your presentation should describe the purpose of your project, the possible solutions researched, your primary recommendation, and the reasons for it. You'll want to conclude in a way that brings home the true awesomeness of your final deliverable (because you want people to support and invest in your idea!).
 - **Group Presentations:** Your group will present together for about 10 minutes.
 - **Visuals:** You should create a presentation (which we will discuss further) and a handout that supplements your presentation and provides additional resources for your audience.

Feasibility Report

Below are the basic elements of a Feasibility Report, and additional structural examples can be found in Chapter 26 of our textbook. The first seven elements are required, but others should be included as appropriate for your individual projects.

1. **Cover Page**
2. **Table of Contents**
3. **Executive Summary**
4. **Body**
 - Introduction
 - Overview of Alternatives
 - Criteria
 - Methods
 - Evaluation of Alternatives (in relation to criteria & research)
 - Conclusions: recommendations based on conclusions
5. **Backmatter**
6. **Works Cited**
7. **Glossary** (This will be dependent on your particular project.)
8. **Appendices** (This may include interview transcripts, surveys, screenshots, etc.)

Tip 1: Re-use content from your proposals!

Three sections—Overview of Alternatives, Criteria, and Methods—should have been written during your feasibility proposal. Groups should absolutely re-use those sections. However, I will expect groups to revise those sections to account for my feedback and advice for revisions and any changes or shifts in the study itself.

Tip 2: Focus on the Evaluation of Alternatives!

The heart of the feasibility report is really the Evaluation of Alternatives section and, of course, the Recommendations. The Evaluation of Alternatives section should report your research and evaluate it in regards to the criteria. This section will likely need to be broken into smaller sub-sections with headings. There are numerous ways to write this

section. One way would be to report the research findings for each alternative and then offer an evaluation of the alternative based on the research.

The final Feasibility Unit Package is 400 points.

Though you will give your final presentations on our final day of class (April 23rd), your group has until Monday, May 5th to email me your final documents.