

Feasibility studies

“To determine whether ... large changes are practical and desirable, decision makers usually ask consultants or some of their own employees to conduct extensive research. This research is typically called a **feasibility study**” (Anderson 611).

In document form, it's a **feasibility report**.

The report helps your client “choose between **two or more** courses of action, one of which is usually to continue doing things as they are now done” (Anderson 613).

7 questions readers ask

1. Why should I consider changing something? In other words, what is the problem?

2. What choices do I have?

3. How do I evaluate these choices?
What's the criteria?

4. Do my choices match the criteria?

5. How do I know? Where'd you get your info?

6. Ultimately, what conclusions should I draw from your research? What needs to be considered?

7. What should I do?

As you read some example studies, answer these questions:

1. What is the problem?
2. What possible choices do decision makers have?
3. What's the criteria for a good choice?
4. What's the relationship between the criteria & choices?
5. Where'd the authors get their info/data?
6. What conclusions should decision makers draw from the research?
7. What should they do?