

Document review for [Client]

Name of document

Reviewer James Burgess

Date 2 September 2014

Your document at a glance

The document is clear in many respects. Unclear structure and extensive use of the passive voice make it harder to read. A few layout changes would give a simpler, cleaner look and improve usability.

Element of reader-focused writing	Yes	Almost	Needs work
<p>The big picture</p> <p>The purpose of the document is clear at the start, the content supports the purpose, and the structure is clear and logical to the reader.</p>		✓	
<p>The document does not have a purpose statement. The reader can tell from the title that this is a report about quality and safety, but may need more information.</p> <p>Assuming that this is a regular report for a small audience of experts familiar with its format and purpose, it might be useful to highlight any key messages for this month at the start of the report.</p> <p>The structure of the document is not clear. The document appears to be an excerpt from a larger report; if so, the overall report needs a clear structure and a guide to that structure in the introduction. In any case, this section of the report would also benefit from such an introduction.</p> <p>The combination of analysis text with simple tables and graphs works well. Some of the content to support the main messages is not clear. For example, one message is that complaints are still taking longer to close than the target. The supporting information is a graph, which would be clearer if it featured the target time.</p>			
<p>Language and tone</p> <p>The paragraphs and sentences are short and straightforward, the words are precise and familiar, and the tone supports the purpose of the document.</p>		✓	
<p>The document generally uses short sentences and paragraphs.</p> <p>The main language and tone problem is the use of the passive voice. Many phrases use the passive voice where it is not useful, and sometimes makes text unclear — for example, ‘Acknowledged were benefits of...’ where you could write ‘The auditors acknowledged...’. This contributes to a tone that is too formal. In other places the passive construction leaves out useful information, such as the people responsible for important activities.</p>			

Element of reader-focused writing	Yes	Almost	Needs work
<p>The document uses some acronyms without clearly explaining them, such as 'DNA' for training where it may mean 'did not attend'. Even if most readers understand the meaning, unexplained acronyms cause the reader extra work to understand the document, and form a barrier to understanding for new team members.</p>			
<p>Presentation</p> <p>The layout helps the reader absorb the messages quickly and easily, and the details are consistent and correct.</p>		✓	
<p>The layout is generally quite simple. The document has too many borders around pages and diagrams. White space makes an effective border in its own right, and would help the document to look less cluttered.</p> <p>The graphs would be clearer if they:</p> <ul style="list-style-type: none"> • had meaningful 'message' titles such as 'complaints are taking too long to close', rather than 'label' headings such as 'average days to close' • used direct labelling (where necessary) for data, rather than a separate key. <p>There are a few minor errors in the document, such as incorrect spacing or pluralisation.</p>			