



Introduction section

Analysis task

Feasibility report

Tablet Computers: Comparison and Recommendation

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Problem-solution pattern

Feasibility report

Tablet Computers: Comparison and Recommendation

1. Introduction

Can you identify the steps in the problem-solution pattern?

¹The laptop computer has become the default tool for frequently traveling professionals who need a mobile means to edit documents and access the Internet. ²The *Finnco engineering company* employs a number of technical sales representatives who frequently travel between countries in order to maintain customer relations as well as provide on-site technical support and training sessions to clients. ³Technical sales representatives rely on laptop computers to check and reply to urgent emails, access information on the Internet, and read through company documents needed for client meetings.

⁴However, many Finnco technical sales representatives have complained about the burden of carrying a large, heavy laptop or, more recently, the difficulty in reading documents on the minute screen of small netbooks. ⁵Although many laptop computers currently available on the market are very compact, using a miniature physical keyboard can be a cumbersome task for most people. ⁶Moreover, operating a laptop without a proper mouse while traveling by train or airplane poses a considerable problem for average users not familiar with complicated keyboard shortcuts.

⁷Recent developments in touch-screen and portable communications technologies for smart phones have produced a new viable alternative to laptops: the tablet computer. ⁸Smaller than a laptop computer, tablet computers typically combine the features of these traditional technologies into one device. ⁹This report evaluates the feasibility of using tablet computers as an alternative to laptops at Finnco's technical sales department.

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Situation (big picture) (1)

Situation (client) (2-3)

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Problems (experienced by client company) (4-6)

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Potential solution (7-8)

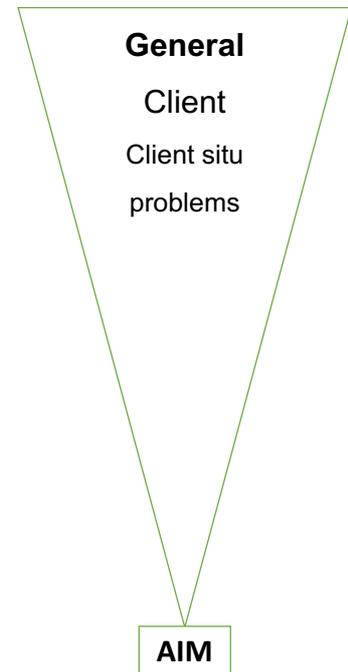
Evaluation (to be done) (9)

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Language Features

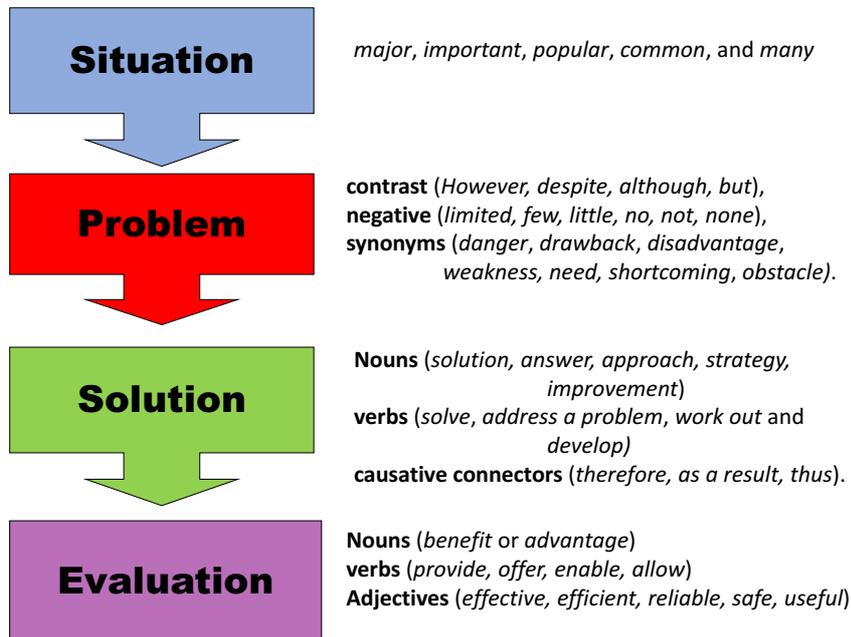
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THE FIRST SENTENCE
Once upon a time, there was ...

1. Introduction Language features: the first sentence

¹The laptop computer **has become** the default tool for frequently traveling professionals who need a mobile means to edit documents and access the Internet. ²The *Finnco engineering company* employs a number of technical sales representatives who frequently travel between countries in order to maintain customer relations as well as provide on-site technical support and training sessions to clients. ³Technical sales representatives rely on laptop computers to check and reply to urgent emails, access information on the Internet, and read through company documents needed for client meetings.

FIRST SENTENCES

- be very **wide** and **general** in its scope, with the next sentences either **defining**, providing **examples** or describing the **reasons** for this current situation.
- stress the **importance** or **popularity** of the topic area in terms of **needs** or **applications** that are common/relevant to the readers' world.
- use the **present perfect tense** (*has/have -ed*) to emphasize the continued relevance of the topic.
- stress the **positive aspects** of what *has* happened or *has been traditionally done*.

1. Introduction Language features: use of verbs

¹The laptop computer **has become** the default tool for frequently traveling professionals who need a mobile means to edit documents and access the Internet. ²The *Finnco engineering company* **employs** a number of technical sales representatives who frequently travel between countries in order to maintain customer relations as well as provide on-site technical support and training sessions to clients. ³Technical sales representatives **rely on** laptop computers to **check and reply** to urgent emails, **access** information on the Internet, and **read** through company documents needed for client meetings.

Use of verbs

Except for sentence 1, mostly **present tense** and active verbs

→ This applies to the whole introductions section.

Language features: indicating problems

⁴However, many Finnco technical sales representatives have complained about the burden of carrying a large, heavy laptop or, more recently, the difficulty in reading documents on the minute screen of small netbooks. ⁵Although many laptop computers currently available on the market are very compact, using a miniature physical keyboard can be a cumbersome task for most people. ⁶Moreover, operating a laptop without a proper mouse while traveling by train or airplane poses a considerable problem for average users not familiar with complicated keyboard shortcuts.

The certain **vocabulary** and **typical phrases** help readers to understand the problems related to the situation

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Sentence Connectors are used to highlight important information in a text.

However, -> indicates a problem

Moreover, -> used for listing problems

Language features: stating the solution

⁷Recent developments in touch-screen and portable communications technologies for smart phones have produced a new viable alternative to laptops: the tablet computer. ⁸Smaller than a laptop computer, tablet computers typically combine the features of these traditional technologies into one device. ⁹This report evaluates the feasibility of using tablet computers as an alternative to laptops at Finnco's technical sales department.

Write a clear sentence that specifies the solution to be discussed in the paper.

Language features: stating the purpose of a paper

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Write a clear sentence that specifies the aim of the paper.

Typical structure:

This <paper/report/thesis> + <reporting verb> + <contents> ...

This report evaluates the feasibility of ...