**Who is the primary audience and what choices in your document were made with the audience in mind? Give examples.**

My primary audience are people who are in hurry to buy items but they are short of time. These include disabled and the elderly.

**• What aspect of your final draft are you most pleased with, and why?**

I love the color combination and the pictures I used in making the brochure. The yellow color perfectly blends with the black edges,

**• What aspect are you dissatisfied with, and why?**

The brochure is wordy. I am dissatisfied with the long texts since not every prospective client will have the time to read the brochure.

• **Generally speaking, how comfortable are you designing a clean, attractive document for a defined audience? Explain.**

Before coming up with the design, I take the time to understand my target audience. This will help me know their needs and prepare a design that will easily attract them.

**• Copy your Plain Language checklist/table into this document.**

Mountainview Foods is pleased to announce the launch of our newest service, Personal Shopping Express, as part of our ongoing effort to broaden the convenient services we offer. This is how it works: If you're in the middle of preparing a gourmet dinner for close friends and realize that you're missing one or two key ingredients, what should you do? You have several extra meals to prepare because your house guests arrive early. What should you do? What if you want to have the safest possible shopping experience? How can we help? Personal Shopping Express can be reached seven days a week from 7 a.m. to 11 p.m. at 719-343-9876, and your order will be delivered to your home.

The service costs $10, and we guarantee one-hour delivery to any location within an 8-mile radius of our store. When handling and delivering your groceries, our delivery staff will wear masks and gloves to ensure your safety. They will also have Mountainview ID badges and be familiar with your order code.

Today is the perfect day to give our services a try. If you'd like a delivery, please contact us.

There are no order limits on groceries, supplies, or miscellaneous items when ordering through Shopping Express, except for the usual customer limits on sale items. We'll bring you fresh fruits and vegetables straight from our supply trucks; we'll bring you the best cuts of meat ready for the broiler or packages for next Sunday's picnic; we'll bring you light bulbs and razor blades, paper plates and cellophane tape; we'll even bring you a bag of charcoal for your grill or a battery for your flashlight.

All Shopping Express orders will be charged to a separate account that we will open for you when you first use the service for your convenience. You'll be billed once a month, and most local banks let you set up automatic checking withdrawal payments.

Just a few hours notice is required for catering orders from Mountainview's excellent catering service.

Do you have a birthday cake in mind? We can help, and your significant other will have no idea.)

The best part about Mountainview Personal Shopping Express is that all orders earn you double Frequent Shopper Points. Getting premiums and discounts faster means you'll get promoted to Silver- or Gold-Premier Shopper faster. Mountainview Premier members are automatically entered in a drawing for a weekend cabin getaway in Winter Park.

Note: Mountainview Shopping Express will not be available on the mornings of Mountainview Tornadoes home games.