Motivation

- Presenting results of processing in an attractive and easily understood form is important
- Management requires these reports to initiate actions and thus the significance of outputs must be easily perceived
- Must be aware of new output devices being introduced to use them appropriately
- Must also be aware of changes in output delivery with the emergence of systems such as intranets/internet.
- Must also cater to newer applications such as e-commerce which uses the World Wide Web.