

WRTG 428

To: Chalice Randazzo
From: Ja'La Wourman
Date: 3/23/2016
Re: Research Memo

Comments: **Introduction**

The purpose of this memo is to provide an overview of the research methods I have used and will need to do in order to complete the written instructions and video tutorial for the WRTG 121 students.

Research Methods Step 7: Troubleshooting

For step seven in the tutorial, I have conducted two usability test on a total of six users. The research I gathered from both usability tests helped exponentially in creating the written instructions. The specific traits of these participants are listed in the table below:

Traits of Participants

Name	Age	Gender	Student	WRTG 121	Level PPT	OS Used
P7	19	M	Y	Y	INT.	PC
P8	20	F	Y	Y	NEW	MAC
P9	18	F	Y	Y	INT.	PC
P1	21	F	Y	N	INT.	MAC
P10	22	F	Y	N	NOVICE	MAC
X	24	F	Y	N	INT.	PC

Test Participants vs. Target Users

These traits are congruent with the overall target users in many ways. P7, 8, 9 are all first year writing students with no experience making a poster in PowerPoint.

By conducting test on participants that are similar to the overall target users for this tutorial, I was able to receive great feedback and adjust my instructions accordingly.

Usability Results

The results from the usability testing moderately impacted my written instructions and video script. Initially, P1, 10, and 9 had difficulty understanding step one of the tutorial which led me to reword the step on the Mac and PC versions. In addition, because P1 and 10 were confused on what the word “ribbon” meant, I decided not to use that term and instead use “row” to refer to any area on the ribbon.

Further Testing and Research

At the time of my initial testing, I did not have troubleshooting instructions for the alignment, distribution, and grouping of objects. Because of this, I will need to test my written instructions and video script on 2-3 outside users if possible.

For the conceptual piece, I will need to compile the data I have found from online sources at emich.edu/printing and prepare a chart that shows the pros/cons of choosing different poster sizes. I did not write a video script for the printing cost because I believe the electronic sources and documents I provide illustrates this better in written form.
