Assignment #5: Instructions and Usability Testing

Overview: For this unit on instructions and usability testing, you will write as an employee of the company/organization you chose in Assignment #1. As your organization's "expert" on PowerPoint, you have been asked to create a set of instructions to help your colleagues enhance the professionalism of their presentations. You will determine the best format for presenting the instructions you write, and will test your instructions on a colleague before publishing them.

Payback: Most professionals are asked to make presentations to colleagues, management and/or customers. Those who can analyze the audience, develop content that connects to that audience, and deliver a memorable presentation are considered good candidates for promotions and special projects.

Part I – Instructions (100 pts)
Requirements
- 10 pts. - Cover Memo to the manager of the training department.
- 70 pts. - Instructions (4 8-1/2 x 11 pages). You may create a print or an electronic version. Use a template from Word, Publisher, PowerPoint or Front Page. In addition to the instructions below, consult your text for more information and ideas (pp. 365-381 and 532-566).
    o Page 1 - Include a clear limiting title, a graphic, an introduction, any warnings/notes, and some company identifier (logo, name, etc).
    o Pages 2 and 3 – Write instructions for 2 of 4 enhancements: How to add sound to your .ppt presentation, how to animate your .ppt presentation, how to add video to your .ppt presentation, or how to import and resize images other than MS clipart into your .ppt presentation. Include graphics such as screen shots and use photo credits. Remember the rules for writing instructions. However, do more than instruct; help them use these enhancements strategically.
    o Page 4 – Include a trouble-shooting guide, helpful websites, date of publication, any sources used, extra tips, etc.
- 10 pts. - Works Cited (5 sources: your text, www.Microsoft.com, usability testing, 1 journal article, and www.presentations.com.)
- 10 pts. – Audience Analysis/Thesis Statement/Purpose of the Document. You may assume your audience knows how to use a .ppt template and create text slides, but not much more. Describe your audience: What they're interested in, their jobs and education, your strategy for reaching them in terms of content, layout and format, what they might have trouble with, and what you would like this audience to do/believe/say after completing your instructions.

Part II – Usability Testing/Presentation (50 pts)
- 25 pts. – Usability Testing. Ask a classmate to use your instructions and note where s/he has trouble. Using a second copy of your Instructions, take detailed notes, add your thoughts about changes needed, etc. and submit this with your Final Package.
- 25 pts. – PowerPoint Presentation (3-5 min). Describe the decisions that guided your instructions, how they changed based on your Usability Testing, and why

they'll work with your colleagues. Your audience is the Training & Development Mgr. at your company/organization.

Due Dates

Rough Drafts of Instructions, Audience Analysis due for Peer Review: 1 week (Note: Usability Testing done in-class same date)

Rough Drafts of Cover Memo, Works Cited and Ppt Pres. for Peer Review: 2 weeks

Final Drafts due: 3 weeks

Final Draft package will include: Instructions, Cover Memo, Audience Analysis, Usability Testing, and PowerPoint Presentations with "Notes" pages. Include both hard and electronic copies. I will return your hard copies, but will keep your electronic copy.