

# ENGL 7010: TPC Issues & Approaches

## Interoffice Memorandum

**To** Dr. Stewart Whittemore  
**From** Colleen May, Anna Mathis, Kaitlin Coyle  
**Date** September, 25, 2023  
**Subject** User Research Project Proposal Memo

### Introduction

For our User Research Project, we have chosen to evaluate TigerPrint by Ricoh student printing services, focusing particularly on the usability of Mobility Print instructions for Kiosk Printers. This project proposal includes details on our instructional artifact, primary users, culture(s) of use, project rationale, potential impediments, and proposed user tasks for our usability test.

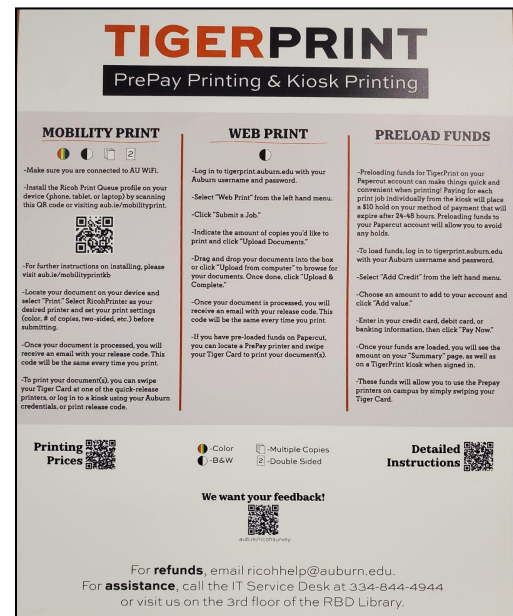
### Artifact Description

We intend to test the usability of the TigerPrint instructions for Mobility Print on the Ricoh Kiosk Printers in Auburn's (AU) Ralph Brown Draughon (RBD) Library. These instructions involve printing wirelessly from cell phones, tablets, and laptops and are displayed directly above each Kiosk Printer. The primary users of this document are Auburn University students. These instructions are meant to guide first-time users through installation of the Ricoh Print Queue app on their wireless device and initial Mobility Print setup. As a new student at Auburn University, Kaitlin experienced first-hand difficulties and frustration with these instructions while trying to set up Mobility Print for the first time.

### Culture(s) of Use

Primary users of the Kiosk Printers include Auburn University undergraduate, graduate, and doctoral students. According to Auburn's website, "Mobility Print by Ricoh is the preferred printing method for students on Auburn's campus." Students also seem to prefer the Kiosk Printers, as they allow for duplex printing and are more cost-effective than the Prepay Printers, which only permit simplex printing.

Situations of use may entail students printing the following materials: PowerPoint slides; research and lab materials; flyers; PDFs and journal articles; class notes and essays, etc. Oftentimes, students utilizing TigerPrint are pressed for time (e.g., in between classes). As there are only a limited number of Kiosk Printers available on each library floor, wait times are inevitable. If we consider the likelihood that some students are first-time users of TigerPrint, this



only increases the wait time further. Students using Mobility Print must complete a series of tasks to ensure their phone or laptop is connected to the Ricoh Kiosk Printer. These tasks require users to activate their reading comprehension skills, and—due to the high-demand of use—execute them in a timely manner.

### **Rationale**

The IT Service Desk contacted us and explained that there has been a recent uptick in students experiencing printing issues through Mobility Print on Kiosk Printers. Most of these students have never printed using TigerPrint services and complained that they did not understand how the printing system functioned. The IT Service Desk noted that students experienced the following issues: difficulty locating the Ricoh Print Queue app on their phone's app store; inability to log into the app once downloaded; uncertainty about which printers allowed color and duplex printing; and inability to send their documents to the Kiosk Printer. Several students also complained that the entire printing process took them nearly 45 minutes.

Noting the recent printing issues, the IT Service Desk asked us to evaluate the effectiveness of the Mobility Print instructions for Kiosk Printers. They requested that we gather information on the following: average use time for first-time printing users, rationales for complaints regarding the Mobility Print instructions' lack of usefulness, and user sentiments while printing.

### **Potential Impediments**

Because the majority of Kiosk Printers are located in the RBD Library, we will conduct our usability test in the library. The IT Service Desk's request for us to evaluate "first-time printing users" requires us to locate students with no printing experience. These parameters will present potential challenges to our usability test including 1) finding a private space in the library to conduct the test, 2) navigating participants' schedules, 3) incentivizing students to participate in the test when they must pay out-of-pocket to print, and 4) recording participants one-by-one as users can only print one at a time.

### **Potential User Tasks**

We envision the following user scenario and tasks for our usability test.

You are a college student enrolled in an English literature course, which starts at 2:00 p.m. It is currently 1:30 p.m. and you just remembered that you must turn in a physical copy of your essay for today's class. You have never printed on campus before, but run to the large Kiosk Printers in RBD Library to try and print your paper before class. Use the Mobility Print instructions to print your essay front and back from a wireless device.

### **Conclusion**

We plan to conduct our usability test on the Mobility Print instructions for Kiosk Printers in the RBD Library, as this is where students are most likely to use the printer. We hope our assessment offers the IT Service Desk the desired suggestions for improving their instructional documentation. Please feel free to offer recommendations for improving the methodology of our user test, or contact us if any questions may arise.