

User Experience Project Proposal

Product

The product I will work on is content for an eLearning website on animal anatomy and physiology, specifically that of the dog. Initially the scope of the project will be limited to the anatomy and physiology of one body system, most probably the circulatory system. The content will be geared toward the high school student or undergraduate who wants to work with animals in some capacity such as veterinarian, veterinary technician or technologist, or veterinary researcher.

The deliverable for my project will be a report based upon my competitive analysis, user experience research and subject matter research. Content will be presented in graphics and text, including storyboards.

Client

The client is a company who will either buy or license my content. I am not a developer, nor am I a marketer, so I would look to the client to code the actual website as well as market, and manage it.

But, at this point, I do not know of a specific client; and therefore, the client presented is what I perceive the client to be:

The client is an external organization located in a major city in the United States. Representatives for the organization I will need to interface with include those who are responsible for scouting new products, as well as marketing and product development. The client sponsors a web presence as well as print (books) in human anatomy and physiology, therefore their experience with this subject matter is expert. They are novices however, in animal anatomy and physiology, both on websites and in print; they do not have a presence in either.

Currently, eLearning anatomy and physiology applications are limited to the human; none exist on the web for animals (that I could find). The client wants to expand their product line into the underrepresented area of animal anatomy and physiology on the web. Since they do not have the expertise in-house to develop the curriculum for such a product, they need to look outside their organization.

My proposal to the client will need to persuade the client to buy or license my eLearning application.

Problem Statement

I am hoping my user experience research will answer questions about the ease of navigation, understandability of organization, and familiarity of terms for my product.

User-Activity Methods

To help me design the interactive user interface, I will perform a competitive analysis and heuristic evaluation on anatomy and physiology elearning types of websites.

Method - Interviews

The interviews will be fairly short and composed of both closed and open-ended questions. Closed questions will illicit information about demographics, subject matter and design features. I will ask a minimal number of open-ended questions to find out if the users have ideas for design features not represented in the closed questions.

At this point, I am thinking of administering the interviews on paper because I do not have enough time to actually build a software prototype.

User Profile

- College student majoring in animal science, veterinary technology or a related discipline
- At least 18 years of age
- Has not or is not working with a book publisher or web site in animal science

Recruitment

To increase the response rate, I want to recruit a small, targeted group of about 2 to 4 students.

I'm not sure how I can recruit these individuals since I am looking for a select group – perhaps I can post an ad on Craig's List and post ads on college and university websites that have animal science and veterinary technology departments.

I will talk on the phone with each of the users to ensure that they fit the User Profile and are willing to adhere to the study conditions.

Compensation

Compensation will be small; for example, a gift card at a chain coffee house such as Starbucks

Proposed Schedule

Owner: Lichtenstein

Activity	Begin Date	End Date	Status
Perform Competitive Analysis	September 5	October 22	In process
Perform Content Research	September 5	November 29	In process
Persona and Scenario Creation	September 12	September 20	Complete
Write Proposal	September 28	October 4	Complete
Human Subject Research Approval	October 5	October 11	
Compose Survey Questions	October 5	November 5	
Recruit Survey Participants	October 12	November 5	
Conduct Survey	November 8	November 22	
Analyze Survey Results	November 23	November 29	
Report Survey Results	November 30	December 6	
Write Final Report	November 30	December 15	