Project 2: EVALUATION /USABILITY APPLIED PROJECT (team project)

Possible points (maximum): 100 points

PROJECT DESCRIPTION: With a 2- to 4-member evaluation team, you will select an educational product (or prototype) - in print or electronic format- that is suited for formal or informal learning in an academic, K-12 schools, corporate, or non-profit settings. The product/prototype should have: (1) an educational purpose (meaning aims at teaching something to someone – examples are: teaching a second language, develop a certain motor or cognitive skill, raise awareness on a particular subject, etc.), and (2) a learner/user time investment of no more than 30 to 45 minutes. You and your team will do the following:

- Define the methods with which to evaluate the product/prototype
- Design and develop the evaluative instruments
- Conduct a tryout (implementation) with representatives of the target audience. You will be responsible for recruiting 4-6 participants and scheduling the try-out to collect evaluative data.
- Analyze the findings
- Recommend revisions

PROJECT LENGTH: February 9 to May 3.

DELIVERABLES:
Three reports need to be submitted: Context Report, Users' Try-Out Plan and Final Report.

Each report will consist of a minimum of 10 and a maximum of 20 double spaced pages (excluding references and appendices).

Use APA style for the references and other format requirements such as margins, headings, citations, footnotes/endnotes, and references. Leave one line space between sections.

Deliverables	Due dates	Grade Points
1. Context Report	March 4	20
2. Users' Try-Out Plan	March 25	20
3. Users' Try-out Implementation	March 25-April 19	20
4. Class Presentation	April 26	20
5. Final Report	May 3	20
	TOTAL	100

* Users' Try-out Implementation may take place anytime between March 25 and April 19, depending on teams' availability, scheduling constraints and participants' recruitment.

1- **Context Report**

Points: 20 points out of 100

Deadline: March 4

Description:

- Section1: Description of the product/prototype.
  Describe the product, including its features and any directions needed for use by instructor/test administrator or by learner/user. Provide visual image of the materials and include a full reference of the product.

- Section 2: Description of target audience
  Who is the intended "end user" or "group of learners"? For example "Canadian elementary school students in grades 2-4")
  Describe the "end users" or "group of learners" in terms of:
      Demographics;
      What prior knowledge and prerequisite skills they are expected to have in order to interact with the product/prototype;
      What their expected attitudes are regarding the content to be learned or the skill to be mastered.

- Section 3: Description of intended outcomes
  State the explicit and/or implicit learning/usability objectives as specifically as possible. What is the product/prototype intending to accomplish? Are users going to be more effective on a particular skill? Are users going to be able to manage better team conflict? Are they going to learn something new? Develop their memory traits? etc. - the examples are endless. Make sure you research well enough the product/prototype to identify and describe the intended outcomes.

- Section 4: Preliminary evaluation – Product critique
  Based on the best of your team ability critique the product/prototype selected. Examples of criteria for that critique are:
    • Appropriateness of the materials to the task and audience, by reviewing objectives, activities and type of learners/users that the product aims to address. Is the material covering what it claims?
    • Ease of use, by answering the questions: Is the material easy to read (and/or navigate)? Is it consistent in terms of language, use of illustrations, and visual design? Is it visually appealing?

- Motivational design, by answering the questions: Is the design appealing to the intended audience? Can it grab their attention and maintain learners/users engaged? Is the educational experience satisfying?
- Report what is good and what is not about the product. Describe recommendations for revision. Be as specific as possible. For both critique and recommendations provide a rationale. Feel free to add excerpts/screenshots and pictures of the product/prototype with annotations.

- References (APA style)

Evaluation Criteria:
- Description of product/prototype (2.5 points).

  - clear, concise description of features

  - visual image of the materials

  - full reference of the prototype or product (authors, designers, developers, year of publication, title, publisher or sponsoring organization, etc.)
- Description of target audience (5 points).

  - demographics

  - what prior knowledge and prerequisite skills they are expected to have in order to interact with the product/prototype

  - what their expected attitudes are regarding the content to be learned or the skill to be mastered
- Description of intended outcomes (5 points).

  - explicit and/or implicit learning/usability objectives are clearly described
- Preliminary evaluation – Product critique (5 points).

  - covers at least three criteria for the critique

  - depth of the rationale presented for critique

  - relevance and specificity of recommendations described
- Overall quality (2.5 points).

  - clearly written as an informative report for a "client audience" (that is, someone who hired your team to conduct this evaluation study). Make sure the report is clearly written, edited and proofread. You are addressing a "client" so the writing should be polished.

  - citations and references follow APA style

− appendices as appropriate

2- Users' Try-Out Plan

Points: 20 points out of 100

Deadline: March 25

Description: The process by which you plan to collect and analyze the data/evidence that will allow your team to make a statement of worth/value regarding the product/prototype evaluated. The process of data collection should be rigorous and systematic, in order to support the reliability and validity of your study.

− Section 5: Matrix of evaluative questions and instruments of data collection.
   Create a table with the evaluative questions or objectives that you have formulated to guide the evaluation and the instruments of data collection that will contribute to address each question. For example:

Eval Qs.	Instruments				
	Pre-test	Observation	Focus group	Cognitive test	…
Question 1	✓			✓	…
Question 2		✓	✓		…
…	…	…	…	…	…

Describe the matrix development process: (1) which resources use, (2) how you come up with the evaluative questions, (3) why these instruments are the best way to collect the data you need to answer your questions, (4) what strategies you plan to use to support the validity and reliability, etc. Include copies of each instrument as appendices.

− Section 6: Pilot test
   Ask one of your classmates or friend who represents the target audience to volunteer for a pilot test. Run this single learner/user try-out. Test out the evaluation questions, instruments of data collection and administration procedures. Report the findings and explain what changes you would like to make to your initial try-out plan.

− Section 7: Description of the data collection process
   Document exactly what activities will be completed during the users' try-out, who will complete them, when they will be completed, and estimate how long the activities will take, equipment needed, etc. It should be a technical outline of your data collection

process, which describes exactly how your team will conduct the evaluation/testing during the scheduled try-out.

– Section 8: Data analysis plan
Describe the process you plan to use for data analysis. Analysis procedures should be appropriate for the type and amount of data being analyzed.

– References (APA style)

Evaluation Criteria:

- Data collection instruments should generate results relevant to each question (5 points).

  – the matrix of objectives and instruments is complete

  – the matrix development process is thoroughly explained
- Data collection instruments should follow guidelines on test design and development (2.5 points).
- Outline form, should be complete, and should read like a recipe for the try-out activities. Complete list of activities (what, who, when, how) (5 points).
- Run pilot test (5 points).

  – report the findings

  – explain what changes you are making on your initial instruments and data collection process
- Overall quality (2.5 points).

  – clearly written as an informative report for a "client audience" (that is, someone who hired your team to conduct this evaluation study). Make sure the report is clearly written, edited and proofread. You are addressing a "client" so the writing should be polished.

  – citations and references follow APA style

  – appendices as appropriate

3- Users' Try-Out Implementation

Points: 20 points out of 100

Deadline: Anytime between March 25 and April 19, depending on teams' availability, scheduling constraints and participants' recruitment.

For the users' try-out implementation you (with your team) need to evaluate the prototype or product with 4 to 6 representatives of the target audience. You have to run the users' try-out and create a 2-5 minute video excerpt of it (no editing is necessary). The purpose of the video clip is to provide evidence that a users' try-out was implemented.

4- Class Presentation

Points: 20 points out of 100

Deadline: April 26

(Presentation instructions and guidelines will be provided closer to the date).

5- Final Report

Points: 20 points out of 100

Deadline: May 3

Description: Include previous sections 1 thru 8 plus -- modifications should be made so the final report flows in a logical manner (e.g., change future tense into paste tense). Also modifications should be made based on the instructors' feedback on the previous reports.

- Section 9: Results and findings
  Describe and present your results and findings from the users' try-outs.

- Section 10: Recommendations
  Recommend revisions to the product.

- Section 11: Compare your results from the product critique with the findings from the try-out. How do they differ? What was the gain in terms of expertise on running a testing out session?

- Team members main responsibilities in the project
  Brief description of contributions made to the different part of the project by each team member.

- References (APA style)

Evaluation Criteria:

- Report includes the previous two reports and made necessary changes so that the report flows in a logical manner & Report incorporates instructor's feedback offered on previous reports (3.5 points).
- Report includes results and findings from try-outs (6 points).
- Report includes recommendations for revisions to be made to the product/ prototype (5 points).
- Report includes reflection on group learning by comparing the initial critique with the results from the try-out (2 points)
- Report provides a description of contributions made to the project by each team member (1 point).
- Overall quality (2.5 points).

  - clearly written as an informative report for a "client audience" (that is, someone who hired your team to conduct this evaluation study). Make sure the report is clearly written, edited and proofread. You are addressing a "client" so the writing should be polished.

  - citations and references follow APA style

  - appendices as appropriate