MEMORANDUM

To:	**STC Palm Beaches Chapter**
CC:	**Benjamin Lauren, Professor of Technical Writing**
From:	**The A Team**
Date:	**January 29, 2012**
Subject:	**Progress Report for STC Palm Beaches Chapter Usability Test**

Upon reviewing your feedback, the A Team would like to present to you some clarification on why we chose to test professional technical writers, what aspects of the design we are testing, why the pre-test survey is helpful and changes that were made to the scenarios.

Why Professional Technical Writers?

Addressing your response to focus on students as usability testing participants, we decided to continue our research with professional technical writers for two reasons:

1. Since all the other groups in our class decided to recruit students for the website usability testing, we chose to concentrate on a different category of users – professional technical writers.
2. Technical communication professionals constitute an essential part of your organization and are the primary users of the STC Palm Beaches Chapter website.

Therefore it is interesting and useful to learn about their experience with the website and to see how the current version of the website meets their needs. We have already recruited 5 technical writers to participate in usability testing and we are ready to conduct testing with your approval.

Why Test The Design?

Our goal for this project is not to re-design your website but instead identify key design principles that directly affect your website's usability.

We are using these design principles to measure certain aspects of your website, such as: color and contrast, location and the flow of text and menus. All of these components are crucial to the usability of a website.

Instead of the design test the content.

Pre-Test Questionnaire

Discuss changes pre-test questionnaire and why it is relevant to usability testing

Scenario Changes

Enter text here

Schedule

Date:	Accomplishment
April 3	Reviewed the client's feedback on the proposal and made some adjustments to the usability testing plan.
April 5	Recruited 5 participants for the usability testing.
April 8	Prepared progress report.
April 10	Conduct STC Palm Beaches Chapter website usability testing.
April 11	Analyze data collected at the usability testing.
April 12	Begin final report and presentation prepartion.
April 22	Deliver final presentation outlining metrics gathered during testing.

If you need more information or have any further comments or recommendations please contact Professor Ben Lauren at laurenb@fiu.edu.

- **If you reward some do you the more of the behavior**

- **If you punish something**

Reward top performers ignore bottom performers

1. **As long as the test involved mechanical skills the higher the pay the better performance**
2. **Cognitive skill larger reward lead to poorer performance**
3. **For simple and straight forward rewards are great**
4. **If you don't pay people enough they won't be motivated.**
   a. **Pay people enough so they aren't thinking about the money**
      i. **Autonomy**
         1. **Desire to be self-directed**
      ii. **Mastery**
         1. **Urge to get better at stuff**
      iii.   **Making a contribution (Purpose)**
      iv.