WR 327: Technical Writing Winter 2017 Ecampus

Unit 3 Instructions with Usability Testing Report [Alred 266-271; 558-560] – 200 points

Assignment Description and Scoring Guide

(Learning Outcomes: Bac Core II 1, 2, and 3 and Tech Writing 1 a-e, 2 c)

**Scenario:** You still have the same job in your major. Your supervisor (myself) has just told you to compose a set of instructions for a simple task with perhaps 10 or 15 steps—preferably for something related to your job in the workplace, but use your imagination—then test it on 5 subjects. While he recognizes that these instructions may not be relevant to your present job, he wants to make sure that you have the necessary skills to produce professional quality instructions to train new employees for the more complex tasks done in your department. First he wants you to show him a proposal for the instructions and usability testing and a draft of the instructions then write a final draft of the instructions with a short report on the usability testing combined into a formal report. The primary audience (submitted to) will be himself but the instructions should be written with your coworkers in mind.

**Audience:** coworkers new on the job (much like other students in your major) who need to know more about the kind of writing done in a professional setting.

**Parts & Points:** See syllabus and schedule of assignments for due dates.

| Hard copy sample, in-class analysis | 5 |
| First draft of instructions ready to test & proposal for usability testing with peer reviews posted to Discussion Board as pdf file | 25 |
| Final Draft: Usability testing lab report (includes test, test results) | 50 |
| Final Draft: Final version of instructions | 100 |
| Final Draft: Formal report format including cover page, table of contents, page numbering, etc. | 20 |

**Assessment criteria:** See score sheet above for details.

- Directions are clear, accurate, and easy for beginning users to follow
- Drawings/charts/images are clear and helpful, properly sized and effectively placed on the page(s)
- Overall layout/design (including fonts etc.) is professional and effective
- Lab report on the project and usability testing is complete and thorough
- Final report is complete and properly assembled

**Planning**

Think about directions which you

- wish you had and which are not easily available on the internet *(do not repeat something online)*
- frequently give orally to others which would be handy to have as a document
- could use for a class, project, club, or job

**Research/Reading**

- Analyze some sample instructions to learn what works and what doesn’t – in class
- Read sections in handbook about instructions, drawings, and usability testing
- Read articles and resources posted as links and PDFs on Canvas
- Locate and read outside research as needed

**Writing**

- Write a proposal [Alred 428-448] and see student sample of proposal in Unit 4 folder on Canvas] for the project, including idea *(What is the need? How are these different than others you can find on the same topic?)*, plan for usability testing [Alred 558-560], estimated time involved and costs incurred (use graphs or charts), and a plan to recruit testers
- Write a first draft of directions instruction sheet with text plus illustrations for a new user to be handed in with proposal. Graphics must be done with digital photography and must display the writer performing the task. If this is not practical for your task, discuss this fact with the instructor.
- Design instructions as 1-6 pages (2 sided 8.5x11) well-spaced on the page.
- Design and carry out a usability test for minimum of 5 new users; in a Lab Report, document their efforts to follow the directions and exact revisions to your directions as a result of their attempts
- Revise the final directions
Final Draft Submission as an Assignment--pdf attachment with last name first in file name
Use APA formatting and documentation. Page numbers should include title and begin on the page following the table of contents (see sample) if done as a header. Include this info in the following order:
- Cover page with “submitted to” and “submitted by”
- Table of Contents page
- Final Instructions
- Lab Report as shown in samples: a) introduction, b) methodology with recommendations for future testing, c) results of testing, d) specific list of changes made to the final directions, e) tables and/ graphs quantifying indicating actual time and costs. f) conclusion (might include reflections on unexpected occurrences/changes from proposed plan in the process)
- Footers or headers with title of report and page numbering which begin with page 1 on the page after the table of contents.
- 5+ original user test pages (see sample form on Canvas) filled out and any other documentation, such as photos of the testers following instructions or completing them.

Rubric for Unit 3 Instructions with Usability Testing Report [Alred 266-271; 558-560]

<table>
<thead>
<tr>
<th>Instructions</th>
<th>Instructions are either lacking one or more of the following required items and/or the items do not meet the requirements of the assignment as presented in the assignment description, in class, in the student samples, and in the book as well: a) title and introduction to the process (10 pts); b) list of parts, tools, conditions, and/or equipment (10 pts); c) warnings, cautions, and disclaimers (10 pts); d) at least 2 graphics illustrating the process—should be digital photos displaying writer performing the task (10 pts.); e) numbered list of individual steps which explicitly reference graphics, glossary if necessary (30 pts); f) concluding statement congratulating reader on completion of instructions(10 pts). The less instructions are overall less visually pleasing (10 pts) and clearly and correctly written (10 pts).</th>
<th>Instructions lack most or all of the following items and/or these items fail to meet the requirements of the assignment presented in the assignment description, in class, in the student samples, and in the book as well: a) title and introduction to the process (10 pts); b) list of parts, tools, conditions, and/or equipment (10 pts); c) warnings, cautions, and disclaimers (10 pts); d) at least 2 graphics illustrating the process—should be digital photos displaying writer performing the task (10 pts.); e) numbered list of individual steps which explicitly reference graphics, glossary if necessary (30 pts); f) concluding statement congratulating reader on completion of instructions(10 pts). The instructions are overall not visually pleasing (10 pts) and not clearly and correctly written (10 pts).</th>
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Lab Report for Completed Usability Testing of Instructions

| Lab Report Instructions possess all of the following items and they meet or surpass the requirements of the assignment for these items as presented in the assignment description, in class, in the student samples, and in the book: a) introduction and methodology (10 pts); b) results—preferably using table or graph and test logs in appendix—see below for details (10 pts.); c) list of specific changes made on final draft based on usability testing; (10 pts); d) tables or graphs indicating final expenses and timetable (10 pts.). Lab report is properly formatted and clearly and correctly written (10 pts). | Lab Report Instructions lack one or more of the following items and/or they fail short of meeting the requirements of the assignment for these items as presented in the assignment description, in class, in the student samples, and in the book: a) introduction and methodology (10 pts); b) results—preferably using table or graph and test log in appendix—see below for details (10 pts.); c) list of specific changes made on final draft based on usability testing; (10 pts); d) tables or graphs indicating final expenses and timetable (10 pts.). Lab report is less properly formatted and not as clearly and correctly written (10 pts) | Lab Report Instructions many or all of the following items and/or they do not meet the requirements of the assignment for these items as presented in the assignment description, in class, in the student samples, and in the book: a) introduction and methodology (10 pts); b) results—preferably using table or graph and test log in appendix—see below for details (10 pts.); c) list of specific changes made on final draft based on usability testing; (10 pts); d) tables or graphs indicating final expenses and timetable (10 pts.). Lab report is not clearly and correctly written or properly formatted (10 pts). |

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### Formal Report: Cover page, table of contents, page numbering, etc.

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<td>All parts of formal report (cover page, table of contents, instructions, usability testing report, test logs, headers or footers) are present and meet or exceed requirements as presented in the assignment description, in class, in the student samples, and in the book.</td>
<td>One or more parts of formal report (cover page, table of contents, instructions, usability testing report, test logs, headers or footers) may not be present and/or may not fully meet requirements as presented in the assignment description, in class, in the student samples, and in the book.</td>
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