

Digital Storytelling

Washington State University - Vancouver, fall 2010

Assignments due for: **Oct. 20, 2010**

<http://digistoryfall2010.blogspot.com/>

[] **Usability test report (100 points):** A key to great user-centered design is to give your idea to your users for feedback early and often, starting as soon as possible in the process. We are going to do that here with paper prototypes, or rough visualizations of our ideas before any digital rendering is done. This should save us a lot of time and frustration in the long run.

This assignment will consist of two parts, a team portion and an individual portion:

[] **Prototype test design (50 points, submitted as a team)** – As a team, you will prepare the prototyping test that you all will conduct independently in the second portion of the assignment. This is not a research methods course, but it is worthwhile and builds familiarity with research skills to generally follow standard procedures. So you will need to create a script (example provided via email) that demonstrates you have:

[] identified your representative user (a list of character traits, like we created on the white board) and their goals when using your module (again, another list of likely goals),

[] you have reached out to those users (to get them to participate, either through social media or whatever means you want; include the script of what you sent out, or what you said to potential users),

[] you have formally screened the users (to make sure they do actually fit the criteria you have established; a Likert survey, sample provided, could do this; in other words, they are not just doing this because they are your friend/relative; don't assume at any point),

[] You have created three realistic goals within a realistic scenario that your users can try to perform, each of which includes at least one task per goal (script); the smaller your ambitions on these goals, the less you will learn, and vice versa. For example, if you say you want to learn if your user can open the module, and you give them a screen with a big button that says "Apple Seeds," and it's the only button on the screen, there's a pretty good chance, through common sense, that the user will be able to figure that one out. So I encourage you to think about the questions that really puzzle you at this time, and try to get some quality user feedback about those more complex questions.

[] you have taken users through a uniform process of discovery (also part of the script, the exact questions you asked, in what order, as the user looked at what image, should be included in the packet).

[] Email this portion separately to brett.oppegaard@gmail.com by 6 p.m. Oct. 20.

[] **Prototype test design, individual report (50 points, submitted individually)** – Each of you will conduct the prototype test that you created as a team on at least two separate representative users.

[] Use think-aloud protocol, in which the user tells you what that person is thinking at all times, not just pushing paper around, without talking. The more you can engage the user in a conversation about what they are doing, the more informed your next iteration will be.

[] Take copious notes. Record what the user is telling you, but also the nonverbal reactions. When you ask the user to do something, is there a long pause before that person responds? Does the user press the wrong buttons? Get stumped? Are there ways you could have made the prototype clearer? Are there ways you could have made the test better? The better your notes, the more you can reflect on with your team.

[] Don't taint the results of your other team members. Don't talk about what happened during your tests until class on Oct. 20. The highest value of this sort of testing is the synthesis and sense making when you bring all of the results together. So keep your results quiet, until you can bring them all together.

[] Include a list of at least the five most important pieces of information you learned from your tests. Email this portion separately to brett.oppegaard@gmail.com by 6 p.m. Oct. 20.

Reading: No new reading this week.