



TO: Dr. Gregory Wickliff  
FROM: Anne Cooper Moore  
SUBJECT: ENGL4181/5181 Spring 2022 Project 2 Planning Memo  
DATE: March 2, 2022

### **Audience**

The audience for the formal usability report will be UNC Charlotte Career Center staff members who manage the Career Competence Compass (CCC) application: Curtis Kularski, Data Analyst for Career Services; Chris Crews, Digital Operations Assistant; Dr. Suzanne Voigt, Associate Director of Career Branding; and Jim Novak, Assistant Director, Employer Relations. Dr. Wickliff is also an audience for the report because he will review it and grade it from a technical perspective. The audience for the CCC is undergraduate students at UNC Charlotte. The CCC is directed at: 1) Freshmen and Sophomores who might use it to explore courses and careers; 2) Juniors and Seniors who might find examples of how to present their skills learned through coursework to potential employers; and 3) Faculty and Academic Affairs Staff who might contribute course information to the system.

### **Purpose**

The primary purpose of the usability testing is to identify, rank, and recommend solutions to any issues or problems with the CCC application that arise during the testing. The goal is to make the CCC intuitive for students to use. It should also encourage them to embrace the importance of documenting their competencies in the eight areas of most interest to employers, so they will return repeatedly to use the system as they progress through their academic careers and then apply for professional positions.

### **Usability Tests**

I will conduct 5 usability tests with UNC Charlotte students, employees, and recent alumni who are or have recently been in the target population of undergraduate students. I have identified family members who can assume a persona of the target audience if I cannot get participation by one or more of my desired participants. The usability tests will be

conducted using Zoom for audio and video recording because UNC Charlotte subscribes to it and the files can be stored in Canvas in My Media and easily reviewed and edited. I will take notes in Google Doc copies of the script during each usability test as well.

**Draft list of Usability Test Participants:**

1. Angel Truesdale, Social Sciences and Business Librarian, Assistant Professor, Atkins Library - Angel is the liaison between the library and the Career Center and presents a variety of sessions for students in the Career Center.
2. Meghan Sharpe, Non-Student Temp, Atkins Library - Meghan is a recent Psychology graduate of UNC Charlotte who is looking for full-time employment in Charlotte.
3. Edward Shaffer, Library Personnel Specialist, Atkins Library - Edward earned a graduate degree in Psychology from UNC Charlotte in December 2021 and started his new job in Atkins Library on February 28, 2022, after a search for employment in Charlotte. He has prior military service and is an experienced undergraduate instructor.
4. Kayla Crossley, Student Assistant, Atkins Library - Kayla has worked for 20 hours per week for 2 years in Library Administration and graduates in May with her degree in Psychology; she has won several honors and awards as a student. Kayla will be looking for permanent employment after graduation.
5. Undergraduate Student Assistant in Circulation and Marketing at Atkins Library - She has a lot of experience with social media and will be looking for employment in the Charlotte area upon graduation.
6. Back-up Family Members:
  - a. Wade Glasser, my partner, retired after 39 years with McDonnell Douglas and Boeing as a computer programmer and analyst.
  - b. Rider Moore, my son, is a computer programmer and analyst with Cooley LLC in Palo Alto, CA. He has 15 years of professional experience in legal and security programming with previous employment at IKON Business Systems.
  - c. Cassandra Lodore, my daughter, is a CPA with Geffen Mesher & Co. in Portland, Oregon. She has 10 years of experience with the firm and hires and trains all of their accounting interns from area higher education institutions each year.

**Project Schedule**

March 2	Planning Memo Due
March 16	User Interviews; Start Report Draft
March 23	Edit and Finalize Data Collection Instruments; Continue Report Draft

March 30	User Test Summaries; Continue Report Draft
April 6	Peer Editing; Report Rough Draft Due
April 13	Report, Stylesheet, and Assessment Memo Due

## **Budget**

Since the project is for Career Services and I work at the university, I intend to have up to four of the participants who are employees perform the usability test on work time with the permission of their supervisors. They will therefore be compensated for their time.

## **Product**

The major sections of the 10-20-page formal report will be:

- Executive Summary
- Introduction
- Methodology
- Key Findings
  - Strengths
  - Issues and Concerns (Problems?)
- Conclusions and Recommendations
- Appendices
  - Data Collection Instruments
  - Data
  - Terminology
- References

## **Tone/Voice**

Since I am working on the project alone, I will write it in the second person singular from the perspective of “the researcher.” The usability test script will be written from the first person when I introduce myself and the second person (“you”) for the rest of the script, including the introductory and follow-up questions.

## **Illustrations**

The final report will be created in InDesign, which supports easy incorporation of screen captures from the CCC interface to demonstrate strengths and areas for improvement. The screen captures will be cropped and saved in .png format for maximum clarity. I also intend

to try to learn how to include video clips from the usability tests, which will be recorded in Zoom and then edited into short clips and inserted into InDesign. I will then Export the InDesign document into a pdf and have the report readers open it in Adobe Acrobat DC.

## **Goals**

1. Practice creating a script for a usability test and editing it to be succinct and effective.
2. Practice recruiting usability participants who are members of the target audience of the CCC.
3. Design an effective usability test of the functionality of the CCC web-based application, including all of the data collection instruments.
4. Practice conducting usability tests as they are conducted in technical and professional writing positions, including how to interact with participants.
5. Practice organizing and analyzing the results of usability tests and summarizing them in the final report.
6. Provide input to the designers of the CCC, so they can improve the functionality of the application.
7. Practice my report writing and editing skills.