



## Assignment #7: A7 Analytic Report

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The final project for our class will be to produce a report on your work in the Service Learning Project. Many different types of analytic reports exist, and ours will be its own hybrid of sorts. You will want to read Chapter 23 carefully, as well as look at this online chapter about technical reports:

<http://www.prismnet.com/~hcexres/textbook/techreps.html#>.

Your report should follow the General Formatting Guidelines detailed at <http://www.prismnet.com/~hcexres/textbook/final.html> and contain these report components:

- Cover page
- Transmittal letter (report should be addressed to our client)
- Title page and descriptive abstract
- Table of Contents
- List of Figures
- Body of Report (see below)
- Appendixes (should contain section from Usability Test plan detailing the procedures for conducting your usability testing and a copy of the final product)
- Works cited page

The Technical Report will also contain these general characteristics:

<http://www.prismnet.com/~hcexres/textbook/techreps.html#characteristics> (pay special attention to the format for headings and lists)

### **Audience and Purpose for your Report**

The audience for this report will be our client, Julie Cooper and Mark Goodspeed. Your general purpose is to report to our client on the results of your Usability Testing of the SAC Website. In addition to presenting the findings from your testing, your team will offer recommendations for improving the website.

Use the Checklist for the Technical Report to further help guide you in what to do on this report: <http://www.prismnet.com/~hcexres/textbook/techreps.html#checklist>

Example Technical Reports can be found at:

<http://www.prismnet.com/~hcexres/textbook/final.html>

### **Due Dates:**

--Draft A7.1 (1<sup>st</sup> draft of report) due 5/6

--Final draft A7.2 due May 10



## Type of Report and Sections of the Body of Your Report

The closest type of analytic report to what we are doing is the Primary Research Report (<http://www.prismnet.com/~hcexres/textbook/otherep.html#primresch>). You will find that you may be able to repurpose text from previous work on this project, but be sure to rethink how it fits in this new context and adjust it accordingly.

### I. Introduction

Introduce the subject and purpose of the report and provide an overview of its contents. This should be fairly brief.

### II. Problem, background

Discuss the situation that led to the project. This includes a definition of the problem the project focused on as well as the needs that have justified pursuing it.

### III. Purpose, objectives, scope

Describe the ways in which your project has sought to meet the problem described in the previous section. This will involve a brief description of your general solution to the problem (i.e. the idea of a comprehensive guide for advising) and an overview of the benefits the solution will provide. This section should also specify the “scope” of your project: that is, your teams particular portion of the guide that you developed.

### IV. Theories, Methods and Procedures

This section will report in more detail on HOW and WHY you went about your development of this guide. You will need to incorporate quotes and information from our resources in your explanations. This section should contain:

- a. An description of HOW you developed this guide following the iterative development cycle, including definitions and descriptions of “the iterative development cycle,” “low-fidelity proto-typing,” and “usability testing.” Discuss the benefits of this procedure for developing your guide (i.e. WHY you developed your guide in this way).

NOTE: Your section reporting HOW you went about doing your usability testing will be very similar to your overview of usability testing you created in the Usability Test Plan, except this time you won’t be writing about “what we plan to do” but “what we actually did.” Include also information on your test participants—the “user profile” of the test participants and how many you tested (and why that number, citing Nielsen on why testing 3-6 participants yields “good enough” results.)



- b. The actual script from your Usability Test Plan with your specific Pre-test questions, Task-based questions, Post-Test questions, and Evaluation measures will be placed in the report as an appendix item (so that in the report you can generally describe your testing procedure without having to go into great detail). At the end of this section, you should include a statement directing the reader to the Appendix to see the exact test script that was used for your testing.

## V. Usability Test Findings

This section will present data from your usability testing. We actually are merging what often are two separate sections in research reports—the presentation of raw data and the making sense of the raw data. Include a short introduction to this section clarifying what it is and what will be in it, and then include these two sub-sections.

- a. Results: Presentation of Raw Data

In this section of Part V, simply present the packaged raw data from your testing. Use graphs and charts to help the numbers become more meaningful. You may provide some explanation of what the results mean as you present them.

- b. Discussion: What the Usability Testing Revealed

Here is where you present “key” discoveries—both positive and negative—your testing has revealed. I have two suggestions here. Wherever possible, express the finding in terms of Nielson’s “5 quality components” (<http://www.useit.com/alertbox/20030825.html>). Also, list and label each finding.

E.g.: Finding #1: Problems with Finding the Campus Map

## VI. Conclusions, recommendations

In this section, you will sum up your project. Describe the final version of your guide, describing its current strengths and the benefits it will offer. Also, assess any weaknesses or gaps you perceive in the current version of the guide. Offer specific recommendations to our client for the future use of your guide.

## VII. Appendix

- A. Usability Test Plan Materials including:

- a. Theory, Methods, Procedure section with testing script
- b. Evaluation Measures section with data logging sheets