

MEMO AND USAGE REPORT

To: Billy Kangas and Hope Clinic Staff

From: Emily Gould

Subject: Usage Report for: How to Set Up the Produce Stand Written Instructions and Video Tutorial

Date: April 12, 2019

CC: Dr. Chalice Randazzo

This memo outlines research methods and usage recommendations for the instructional materials on “How to Set Up the Produce Stand.”

In our interview with you, Billy, you informed us of the need for updated instructions for new and current volunteers at Hope Clinic. The updated instructions need to be able to serve a variety of demographics and those who may or may not be computer literate. To address this need, I have created a set of written instructions and one video tutorial.

The written instructions and video tutorial inform volunteers how to set up the produce stand. They are easy for a new volunteer to follow and provide details for a current volunteer to refresh if needed.

METHODOLOGY

I have provided a brief overview of the methods, participants, and purposes of my research.

Client Interview

- Interviewed Billy Kangas on (1/10).
- Conducted to define purpose and need of materials.

Lead Produce Stand Volunteer Interview

- Produce Stand team emailed lead Produce Stand volunteer questions prior to drafting new written instructions (3/4).
- Asked lead volunteer follow-up questions during additional filming time (3/28).

Usability Testing

- Tested old written instructions with Participants 1, 4, and 6.
- Conducted testing to determine clarity of instructions, or lack thereof.
- Utilized Think Aloud Protocol.
- Participant did their best to complete set up of the Produce Stand with old documentation.
- Two test administrators.
- One individual asked questions to ensure participant was explaining their thoughts out loud, the other individual wrote down observations.

Artifact Analysis

- Read through old documentation to identify what was unclear to me without any context.
- Asked participants, volunteers, and the volunteer lead for clarifying questions based on old documentation.

Video Testing

- Video testing took place outside of the classroom with three participants.
- All three participants met the ideal participant requirements.
- Conducted to ensure the video made sense and there was no confusion.

RESULTS AND RECOMMENDATIONS

The instruction materials provided are works in progress. Ask for feedback from volunteers to determine if additional testing may be needed to ensure the materials effectively benefit the end user.

Hope Clinic should keep a physical copy of the written instructions at the front desk in the main lobby, as well as an electronic version that can be accessed through an online system (i.e. Google Drive) created specifically for all volunteer instructions. The video tutorial will be available on YouTube. The link should be accessible within the same online system that all other documentation is hosted in.

The additions listed below are what I found to be the most important based off the research I conducted. I recommend keeping these additions when edits are made in the future.

Additions needed for the written instructions and video tutorial:

1. Visual of a pallet
2. Visual of the dumpster and where it's located
3. Visual of where the coffee is and how to make it.
4. Visual of a cart and where it is located.
5. Visual of where the front desk is.
6. Knowledge of what 'the list' is and where it is located.
7. Visual of where the lock is on the garage door, how to unlock the lock, and how to open the garage door.

Purpose of the additions needed for the written instructions and video tutorial:

1. All participants were uncertain of what the pallet looks like.
2. Participant 4 didn't know where/how to locate the dumpster.
3. Participant 1 and 4 didn't know how to make coffee.
4. All participants didn't know what a cart was.
5. All participants didn't know where to find the front desk.
6. Participant 4 wanted to know where to access the list and suggested getting the list first.
7. All participants didn't know where to locate the garage lock or how to open it.

CONCLUSION

The research conducted for the Produce Stand Set Up instruction materials was limited. Official usability testing for the written instructions was only conducted with three participants and testing for the video was informal. I recommend that Hope does future testing with at least 3 more volunteers, new or current. I would recommend using a post-test survey to collect concrete data. I believe the materials I created are a step in the right direction. Thank you for the opportunity to aid in the creation of these materials.