Memo

To: Dr. Wickliff
From: Marian Cowhig Owen
Date: March 8, 2023
Subject: ENGL 5181 - Project 2 Planning

Audience

The primary audience for this project will be two members of the staff of the J. Murrey Atkins Library at UNCC: Shelly Hypes, resource development and access librarian, and Curtis Kularski, head of software development. Additional library staff and university decision-makers will likely review some of the findings of the project, but I am considering Shelly and Curtis my primary audience and my client.

Purpose

As initially explained by Shelly and Curtis, my project is to conduct usability testing on the content, design, interactivity, and download process of the Atkins Library's newly released app. I will evaluate its current iteration and elicit feedback from users on features they would like to see added or changed.

Clients are specifically interested in:
- Increasing downloads and usage (some of this is a matter of external marketing, but already I have noticed some elements of the app and the library website that can be tweaked to make downloading easier)
- Providing services via the app that students/faculty/staff might otherwise use a desktop computer for, when applicable
- Making the library more approachable for the university community and for guests
- Making library interactions quick and easy

Usability Testing

Since our clients indicated that their first priority was the experience of UNCC students, faculty, and staff, I will focus on finding testers within that demographic. Secondarily, I will reach out to my network in search of testers who would fall into the "guest" category: a) faculty and/or students at other institutions who would have reason to use another university's library; and b) Charlotte-area residents who do not currently have a relationship with the university but who might visit the library for events or occasional research. I will conduct at least five tests, ideally with users across categories, but I am setting a "stretch goal" of three or four students, two or three faculty/staff, and two or three guest users, for a total of seven to ten users. If I have trouble recruiting users from all categories, I will have some testers assume a user persona based on the type of user I am missing.

Budget

There is no budget for this project. I will rely on my persuasiveness to recruit testers.

Tone

This report will be written in a professional but approachable manner. Based on our initial meeting with Shelly and Curtis, and considering that our testers will skew young, I do not think that an overly formal tone would suit the subject matter or our audience.

Illustrations

Screenshots and embedded/linked video clips will be essential to show which parts of the app users especially like or dislike. Depending on testing outcomes, I may include charts and graphics to show data about users and their experience.

Final Report

The final report will run about 10 pages. I intend to explain my methodology and provide a profile of my testers, but the bulk of the report will describe issues testers encountered and suggestions they offered for future versions of the app.

Schedule

March 8: Begin outreach to potential testers
March 15: Testing begins
March 22: Testing continues; submit Instrument Set; begin gathering/developing illustration
March 29: Testing continues, if necessary; begin summarizing results
April 5: Submit rough draft for peer editing
April 12: Submit final report