

Memo

To: Dr. Wickliff

From: Hannah Yarrington, Lacy Kitchin, Marian Cowhig Owen

Date: 1/25/2023

Subject: Project #1 Planning Memo

Audience

Our audience will consist of future UNCC graduate and undergraduate students who will be using Adobe Acrobat in class. Our audience will also include Dr. Wickliff and current students in ENGL 4181/5181, who will be used to test our instructions. We will be testing in the computer classroom in Fretwell 215 as well. This Adobe Acrobat tutorial will be specifically designed for novice users.

Purpose

Teach users how to edit text in an existing PDF (e.g. characters, size, color). For consistency, we will have users work on a provided PDF. Tutorial will also teach them to insert new text, edit an image (crop or rotate), insert a link, and insert and delete reviewers' comments.

Usability Tests

Usability tests will be performed in class on February 8 and 15, with classmates as test users. Each user will be assigned the same set of tasks, in order to provide a larger sample size. Usability testing will consist of at least 3 rounds of testing.

- **Initial Tests:** we will conduct an initial test based on a portion of our tutorial. The next tests will be conducted in class based on our completed tutorial.
- **Follow-Up Tests (2 rounds):** We will conduct additional testing after we have completed revisions on our document. The revised draft will be used in an additional round of user testing, and the final draft will be based on a compilation of results from any follow-up testing.

The usability tests will be recorded using Zoom. The goal is to record the tests as well as the users' facial expressions to determine any pain points the users experience with the software. Recordings will (tentatively) be edited in Adobe Premier Pro. However, this is subject to change based on the group's comfort level using the software. Recordings will be edited for conciseness and size.

In pre-project testing, we experienced difficulties in three areas. We will pay particular attention to user experience in these areas:

- Linking - URL vs linking to objects
- Rotating images (vs pages)
- Comments and saving versions - for use in iterative design development

Each usability test will include the following:

- Users will open a provided PDF from a static source.
- Task 1: Using the tutorial, users will change text characteristics such as format (bold, italic, etc.), size, color, etc.
- Task 2: Using the tutorial, users will insert new text and new links.
- Task 3: Using the tutorial, users will edit an image and work with reviewer comments (inserting/responding/deleting).
- To conclude the usability test, we will ask the users' final thoughts/feelings (in case they have final thoughts not voiced during the test).

Project Schedule

- **January 25:** Begin the task list for Project #1. Submit the project plan at the end of class.
- **February 1:** Begin drafting Project #1. Begin computing assignment and writing assignment. Draft questions for system experts.
- **February 8:** Using the draft, perform usability tests with two users during this week. Be ready with goals and procedures, along with tests and schedules. Also, prepare and describe data collection instruments. Submit user testing summary. Based on usability test results, revise draft to address user issues.
- **February 15:** Continue usability tests, analyze qualitative data, and automated feedback. Submit user testing summary. Based on usability test results, revise draft to address user issues.
- **February 22:** Communicating Results, sample reports editing, and bringing in the rough draft of project # 1. Rough Draft Due w/ Peer Editing at end of class.
- (Gap for spring break)
- **March 8:** Submit the final project with an assessment.

Budget

We have no monetary budget for this project; however, if necessary, we may be able to provide small incentives for testers out of our personal budgets and/or kitchens.

Tone

Text for the tutorial will be informal and engaging but also authoritative, with an instructional tone in the second person ("Use the hand tool to highlight the object," etc.). We will utilize active voice within the text of our tutorial.

Illustrations

Illustrations will consist of screenshots of the Adobe Acrobat software and menus. These will be part of numbered steps for each task. We do not plan to use video clips or video tutorials of any kind.

We are undecided on the file format that will be used for screenshots. Our document will be created in Adobe InDesign, so all screenshots and images will be compatible with InDesign.

Our Goals

- Make the tutorial as simple as possible.
- Teach users how to edit PDFs in Adobe Acrobat.
- Effectively balance illustrations with text.
- Learn more about how to use Adobe Acrobat and other Adobe applications.
- Continue growing our writing skills with technical communication.