

**To:** 450.03 Usability Groups

**From:** Jason Palmeri

**Re:** Final Usability Report and Presentation

Once you have completed your user interviews, you will need to write a report and prepare a presentation to convey the results of your research to the client.

Your report should have the following sections:

- Executive Summary
- Methods and Procedures
- Key Findings and Recommendations
- Appendices: Script, Raw Data, Consent Forms

You also should prepare a short presentation (see page 2).

### **Executive Summary**

The executive summary should provide a concise overview of your research project (what you did and what you found). It should orient the reader to what the report contains and work to convince him or her to read the report in its entirety.

### **Methods and Procedures**

In this section, you describe how you went about conducting the test and justify the choices that you made. You can borrow from the text of your usability plan in composing this section, but you should change the verbs from future to past tense and you should make sure that this section reflects any methodological changes you made since you wrote the original plan.

### **Key Findings and Recommendations**

This section is the heart of the report. You will outline at least six key findings, supporting your findings by citing specific details about what users said and did (taken from your audio recordings and notes). In outlining your findings, you should cite data collected from each of the three sections of the interview. In choosing which findings to report, consider which findings are most relevant, important and supported by your data.

For each finding, you should outline a concrete recommendation. If you find that some or all participants had problems using an aspect of the site or disliked an aspect of the site, you should explain specifically how this aspect of the site could be redesigned or improved. If you find that some or all participants easily used and liked an aspect of the site, you could discuss how the financial aid website team could build upon the strengths

of this aspect of the site.

### **Appendices**

Along with the report, you should also turn in your interview script, your raw audio data and notes, and your signed consent forms. (To protect the research participants' privacy, I will not share the raw audio data or consent forms with the client).

### **Presentation**

In a ten minute presentation (using PowerPoint or Flash), you will briefly explain your project and present at least two of your key findings and recommendations to the financial aid website team. Your presentation should incorporate audio snippets from your interviews, visual screenshots of the site, and visual representations of any changes you propose. Your goal is to persuade the client to see the value of your research and to consider adopting your recommendations. I will distribute a presentation grading rubric with more detailed information about how your presentation will be evaluated.