

User-centered design

Sketch out the design process you could use to develop a publicity campaign for a Fall callout for the Purdue Professional Writing Club. Let's work from the assumption that this club has three core goals:

- A. Helping PW majors develop skills, experiences, and knowledge which will lead to success in PW and/or related fields;
- B. Hosting a regular speaker series with a mix of Purdue alumni and other professionals who can describe current trends in PW;
- C. Building a sense of community and providing a platform for social activities.

Assume you are the club leadership. You're beginning this process in March 2016 to plan for the Fall 2017 callout. We'll do this in four parts:

- 1) In groups, look to Quesenbery (especially the lifecycle on p. 8), Spinuzzi, and Redish (especially content strategy, pp. 37–44) *quickly* sketch out the *overall framework* you'll use from beginning to end — evaluating user needs, testing the content, etc. (10 mins.)
- 2) We'll compare our drafts and come up with a standard framework. (10 mins.)
- 3) Go back to your breakout groups. Develop a detailed, specific process using our framework. Create a separate Google Doc and share it with me cbdilger@gmail.com. If you like, do some Googling to see what's already out there for the PW Club. (30 mins.)
- 4) Review your work with everyone. (20 mins.)

As you work, ensure that you call on relevant concepts and terms from our texts: Quesenbery's 5Es, Redish's elements of content strategy, Spinuzzi's processes for research, Reid, Bawarshi, Haas, etc.

General Process

- 1. Evaluate who the users are
- 2. Identify the tasks of the groups of users
- 3. Begin to make design and writing decisions which map users and tasks, using these and other techniques you smartypants have learned:
 - a. 5Es
 - b. activity theory analysis
 - c. ethics (beneficence, respect, justice, but also privacy, confidentiality, etc.)
 - d. accessibility
 - e. content strategy
- 4. Design and write texts: documents, websites, etc.
- 5. Test texts:
 - a. Ask users to provide holistic evaluations of the texts
 - b. Ask users to perform the tasks the texts invite, observe, and record results

- c. Create measurements of success based on textual goals
- 6. Repeat steps 1, 2, 3, 4, and/or 5 as needed
- 7. Profit!

Group Cool: Courtney, Emmanuel, Samantha

- 1. Introduction of Campaign
 - a. Elevator pitch in English classes to promote event.
 - b. Refreshments offered at event (pizza, pie, Lavazza coffee, etc...)
 - c. Have fellow members that are students, recruiters, and professors speak at the event.
 - d. Show connection to university and local programs and publications.
 - i. demonstrate possibilities for events and series in the future of the club

Group #1: Gretta, James, Katie, Helen

Target Audience: Any Purdue PW major who wants to improve writing skills.

Campaign:

- 1. Posters/Flyers/Chalking
 - a. location: Heavilon, Beering, sidewalks
 - b. content: where/when they meet; who is speaking--short & simple
- 2. Website/Facebook Page/Twitter
 - a. Social media visibility
 - i. Easier to share/make events
 - ii. Able to add more details to event page
 - iii. Get a guestimate of who's going to attend
 - b. Blog
 - i. activities completed by members
- 3. Events
 - a. Online writing labs
 - i. blog writing
 - ii. html writing
 - iii. using infographics with writing
 - iv. technical writing
 - b. Workshopping
 - i. Going over each other's work
 - ii. Helping improve/saying what's good
- 4. Speakers
 - a. Authors
 - b. Alumni from PW major
 - c. Blythe

- d. Grabill
- 5. Community
 - a. Hosting events that bring alumni and other professionals to students
 - b. Hosting events that showcase PW skills needed in the professional world outside of normal “writing jobs”

Group Awesome: Haley, Janelle, Stevie, Dakota

We’re looking at students (any students) who want to improve their overall ability to write in an academic setting. To get to the callout we assume we’re going to need incentive. Free T-Shirts and pizza would probably get the job done. Advertisement is key in this scenario in all the main Liberal Arts buildings and popular areas around campus. Promotion can be done through social media sites especially Twitter Facebook and Instagram. Tweets can be sent out as tips and helpers for those who join the club.

Evaluating user needs: Have students take survey about writing skills/struggles, and what they’re looking for or expecting from a writing club. We could host writing workshops to assist students with paper writing.

Testing content: We could have returning members fill out surveys about the club; what’s working, what’s not, what they would like to add or change. We could also request that those who come to workshops give us feedback on how helpful the workshops were or what they would like to change; we could also ask for feedback on how they do on papers, just to get a baseline of how well we’re able to help.

More Incentive: Sports writing classes could help with periodical and online writing pertaining to the sports world and how to improve and write ethical documents about athletes, coaches, and organizations.

Group YES NO MAYBE: Hayley, Megan, Jesse

Writing Campaign:

- 1. Advertisement
 - a. Stand/Booth
 - b. paper flyers
 - i. have club members there to talk about what they do
 - ii. how to develop skills

- iii. let the people know about the info session happening
- 2. Info Session
 - a. cookies, coffee, donuts (refreshments)
 - b. leader of the club talkabout the club
 - i. talk about possible careers,
 - ii. question and answer
 - iii. intro guest speaker
 - c. guest speaker
 - i. talks about how he got there
 - ii. offers advice
 - iii. careers
- 3. Study Table help sessions
 - a. can help with writing
 - b. have an English teacher there for help
 - c. have a long time member with experience there to help

Users: professional writing majors

Tasks: -come to the call out

-come back

(put link to your document here)