**IAT 432 -- Group Project Study Plan *Template***

*Based on your answers to questions 1-6 in Evaluation Framework, complete your Study Plan.*

1. Evaluation goals (expand and clarify based on #1 Evaluation Framework). Clearly state the three main goals and/or pain points that your organization has with their product that can be evaluated with a method covered in this course. Do not focus on communication design, marketing, search engine design, content, information design etc unless in context of interface and/or interaction design issues you are focusing on.
2. Evaluation Method you will use and why (relate to evaluation goals and #2 summative or formative nature of your evaluation and what you hope to find out)
3. Details of your participants (characteristics?, how many?) and setting for study (where will study take place) (based on #3 & #4 Evaluation Framework) – how will you recruit them?
4. Procedure (e.g. screening, consent, pre-test, tasks, instructions, other data collection points e,g, post-test – exactly what participant/expert will do, when and what data is collected when)
5. Dimensions (constructs) of UX/Usability you will measure (based on #5 & #6 Evaluation Framework). List 3-5 constructs you will measure using your method to gather information to address your goals. For each construct, list name, definition and why it is important to measure related to your goals – what will it tell you?
6. Data collection: For each 3-5 construct, explain how you will measure it, what the data type is, if the is qual/quant and subj/obj. Include details of tests, questionnaires, interviews and how they are administered if relevant.
7. Reliability & Validity: For each construct, explain briefly why this way of collecting data has construct validity/is a good approach.
8. Data analysis: For each construct, how you will analyze your data and why this is the appropriate analysis method. Include details of how you will ensure reliability and/or validity if relevant.

You may combine 5-8 if you like, listed per dimension/construct.

1. Data interpretation: How do you imagine relating the results of your analysis back to your original goals? What kinds of recommendations will your data enable you to make to your client?