

Spring Final Presentation

05/16/2011

# Agenda

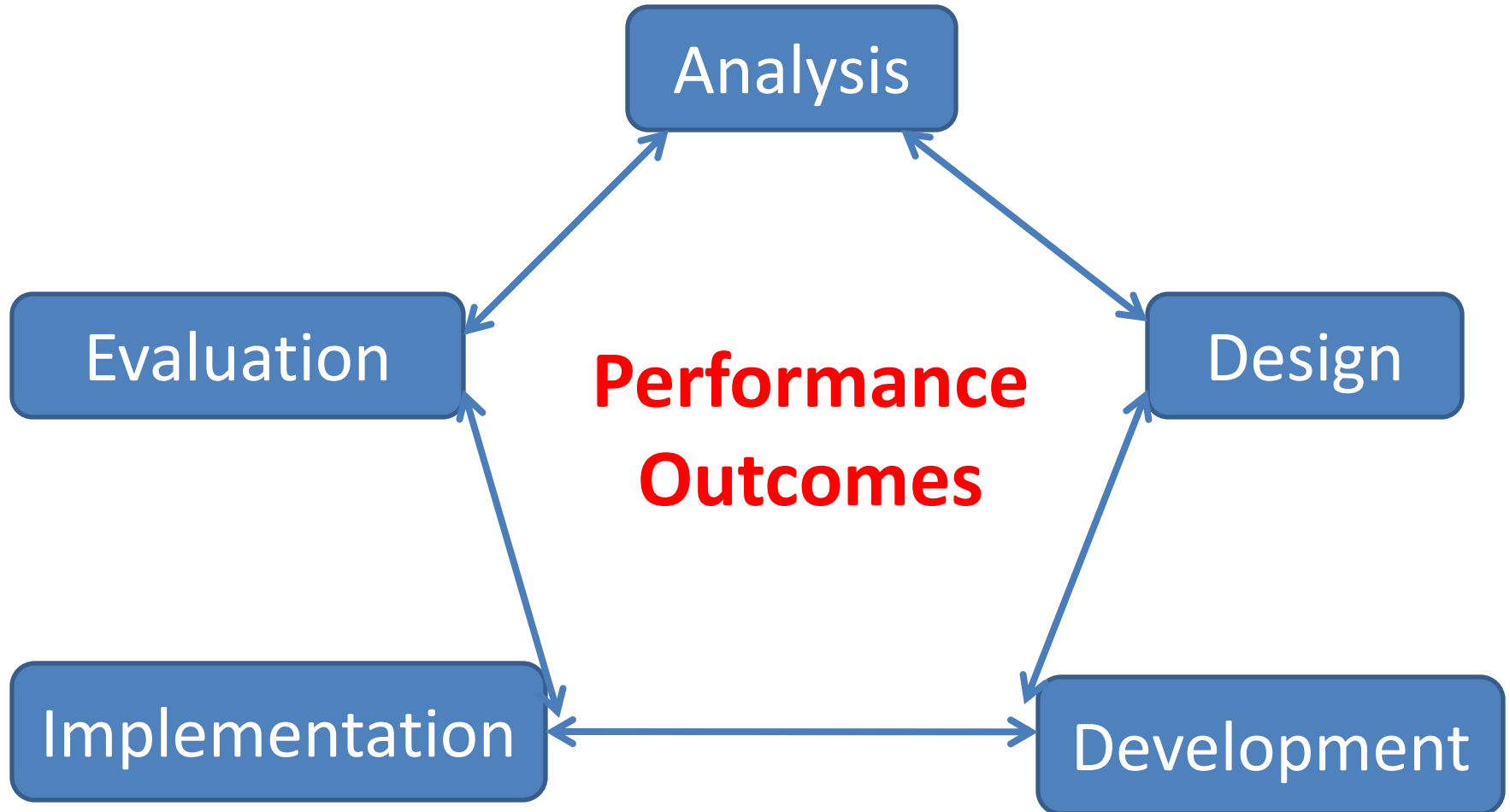
- Immersion Experience
- Project Initiation Phase
- Design Phase
- Prototype Development Phase
- Prototype
- Recommendations

# The Immersion Experience

- Graduate students in teams
- Project-based
- Real-world client
- Learning while doing Instructional Design

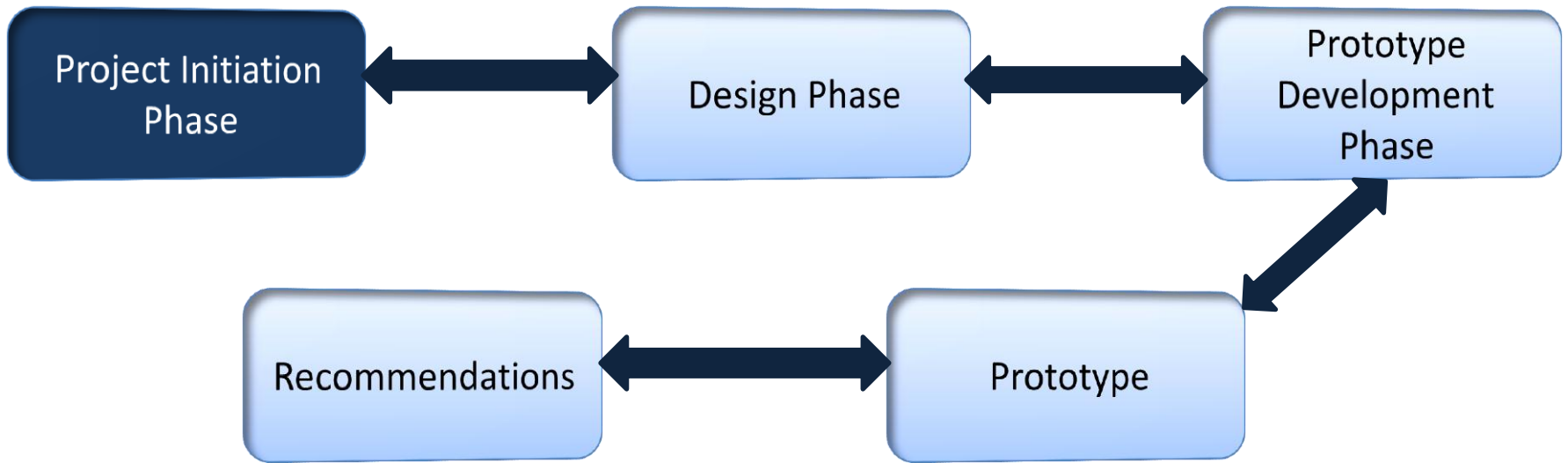


# Instructional Design – An Iterative Process



Source: Piskurich, 2006

# Process Overview



# Fall Project Charter Approved by Virginia Department of Education (VDOE)

- Develop a site for parents
  - Examine current T/TAC Online site
  - Identify valuable content elements
  - Design and develop, and go “live” with prototype
    - based on stakeholder feedback

# First Steps

- Content analysis of current T/TAC Website
- Consultation with SMEs
  - Cherie Takemato: Former Executive Director of PEATC ( Parent Educational Advocacy Training Center)
  - Kristine Neuber: Assistive Technology, Parent Information Technical Coordinator for the Graduate School of Education
- Review previous T/TAC Immersion projects

# Research Approach

- Collect preliminary data/information
  - Liaise with parent organizations
    - Arc of NoVA
    - PEATC
    - Parent Resource Center
- Conduct focus groups, walk-throughs



# Consolidated Research Results

## 1. What do parents want?

- A “roadmap”
- One stop shopping
- Consistent information/procedures
- Current research
- Reliability and validity of resources
- Currency of time sensitive information
- Guidance on interacting with educators
- State and local legal information
- Transition help
- Mainstreaming help
- Language options
- A human factor

# Consolidated Research Results (cont'd)

## **2. Extent to which current T/TAC Online addresses parents' needs & wants:**

- I. Valuable content - current TTAC Online = 70%
- II. New content - current TTAC Online = 30%
  - Legal information
  - Policy information
  - Human interaction
  - Age-specific information
  - Current events and workshops
  - More direct access to current research

# Consolidated Results (cont'd)

## III. Challenges to Parents of T/TAC Online

- Navigation problems
- No language options
- Consistency of toolbar (size and appearance)
- Search engine functionality
- Layout of pages
- Maintenance of pages (broken links, blank pages, mislabeled links)

# Fall presentation

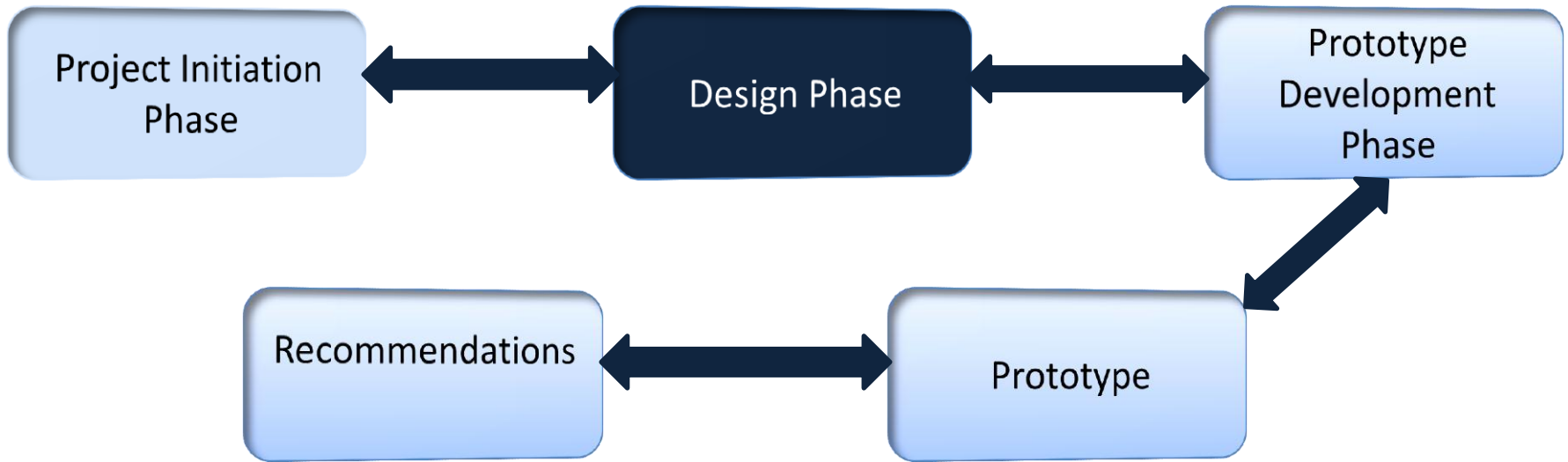
- Research results
- Mock up based on results
- Agreement in principal for design
- Scope change



# Revised Project Charter Spring 2011 Approved by VDOE

- The project will:
  - be inclusive of all legal guardians of children with special needs.
  - provide solid foundation for creating a product with its **own brand identity** distinct from educator-oriented T/TAC Online.
  - Include feedback from parents and legal guardians **throughout** the state of Virginia

# Process Overview



# Design Theory

- Incorporate feedback, before making major programming investments.
- Iterative
- Audience-focused



# Research Panels

## Parents Panel

- Validate research
- Branding
- Usability testing
- Recommendations

## Experts Panel

- Validate research
- Branding
- Expertise from multiple perspectives
- Recommendations



# Research Panels ( Cont'd)

## Parents Panel

Regions	Name
1	Mauretta Copeland
1	Maria Isabel Frangenberg
2	Sandy Hermann
2	Donald Skrinjorich
3	Becca Leggitt
3	Sandy Sprague
4	Guiovanna Berni
4	Charlie House
5	Lula Bowyer
5	Mona Holmes
6	Linda Caldwell
6	Becky Silvey
7	Kerry Kochelek
7	Christy Worley
8	Norma Draper
8	Anu Upadhyaya

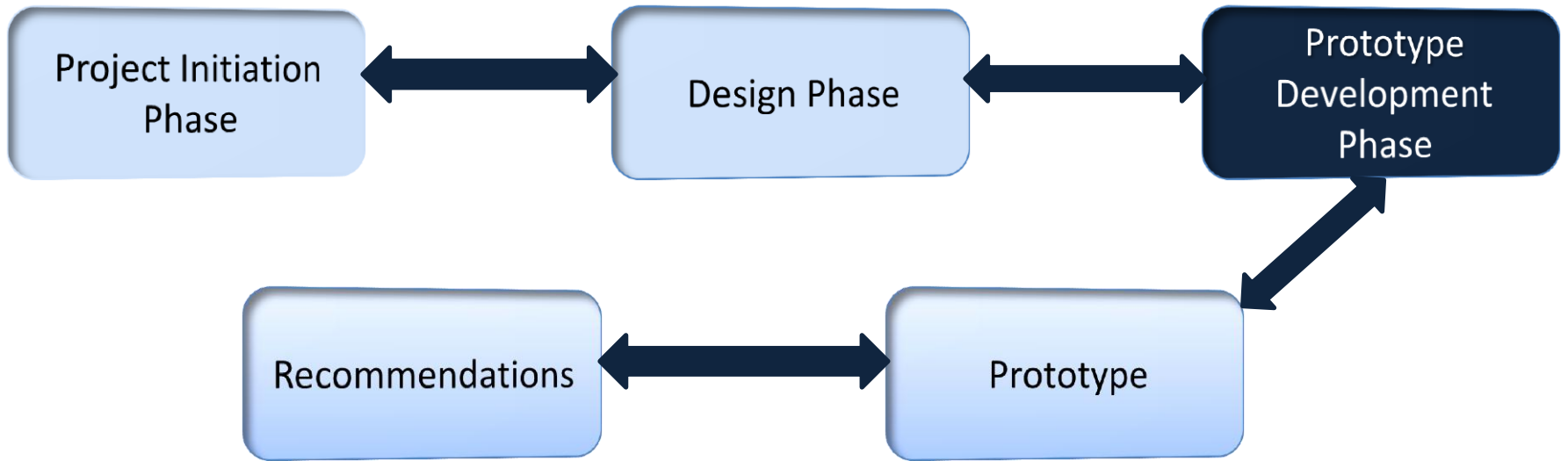
## Experts Panel

Name	Agency/Affiliation
<b>Gloria Dalton</b>	<b>Family Involvement Specialist (VDOE Client Lead)</b>
Nancy Anderson	Family Involvement Network TTAC Representative from GMU
Brad Bizzell	Virginia Tech TTAC
Peggy Dougherty	PRC Region 3
Diann Eaton	Virginia Tech TTAC
Rosalia Fajardo	PEATC
Eileen Hammar	Center for Family Involvement
Dawn Hendricks	VCU Autism Center for Excellence
Gail Holloman	Fairfax County Parent Resource Center
Ruthann Newton	PRC Newport News
Sandra Woodward	Care Connection at UVA Children's Hospital

# Linking Research to Design

- Task Analysis
  - Deconstructed parents' needs into functional behaviors.
  - Tied "must haves" from research to individual tasks/needs of users.
  - Identified specific content informational needs of parents on a macro level.
- Portraits/Personas
- Two Scenarios
  - Parent of recently diagnosed child
  - Parent who need ongoing support

# Process Overview

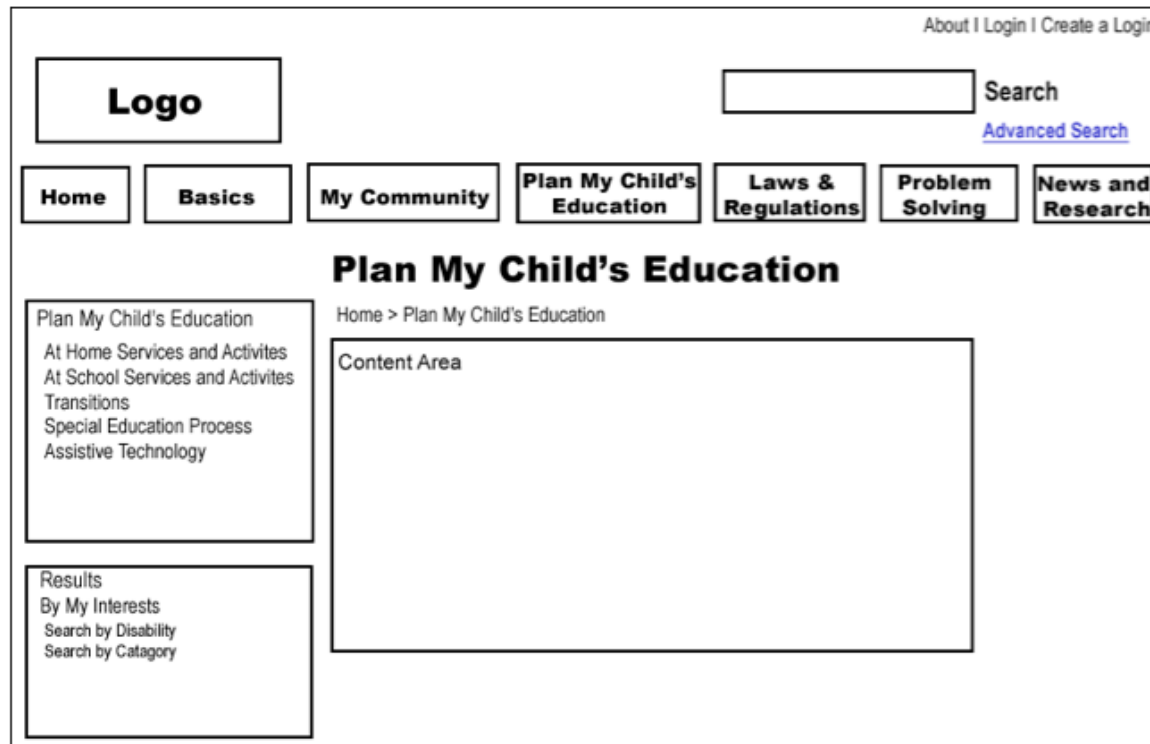


# Design Tools

- Wireframes and storyboards
- Flowcharts
- Preliminary prototype

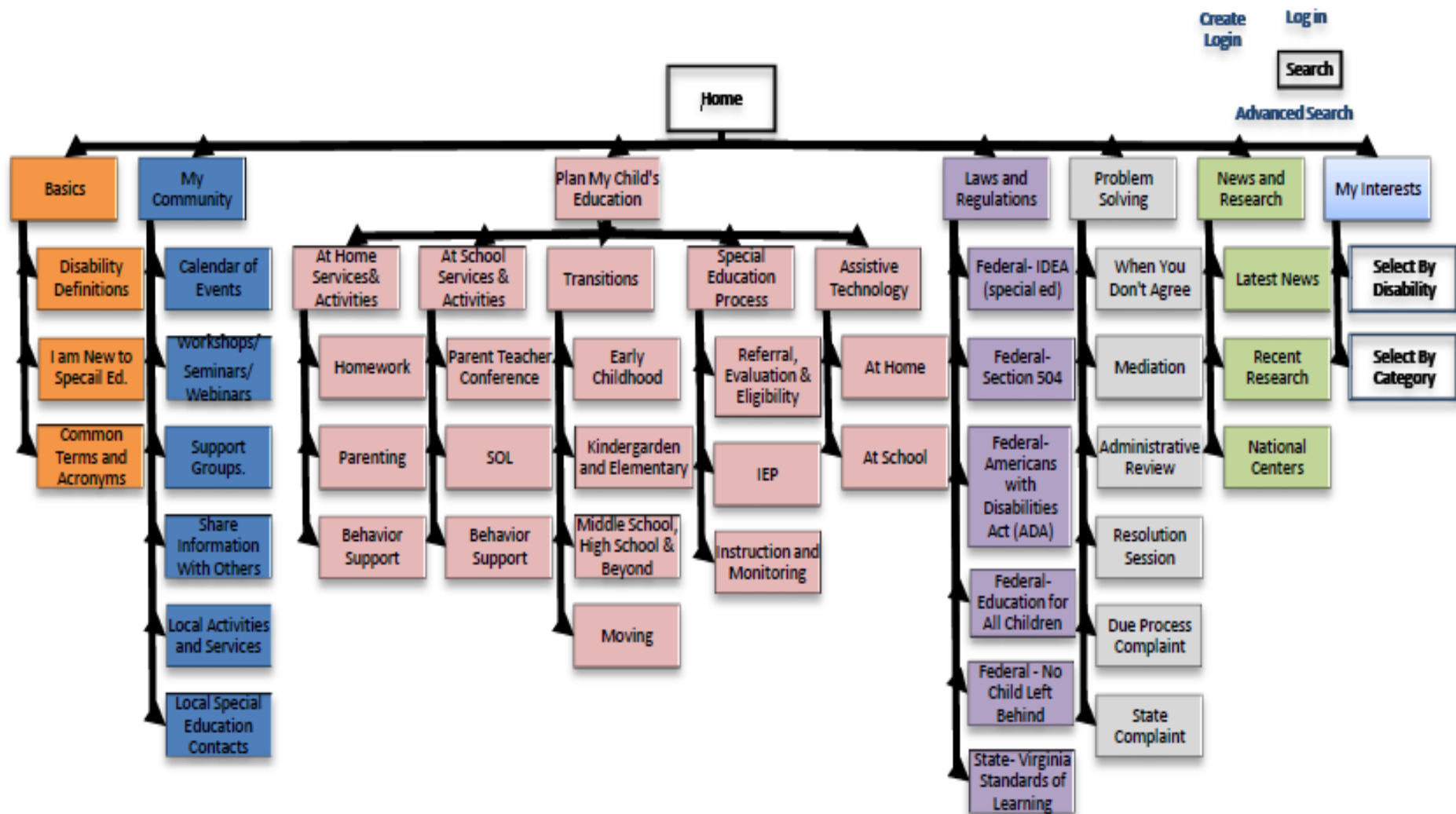


# Wireframes & Storyboards



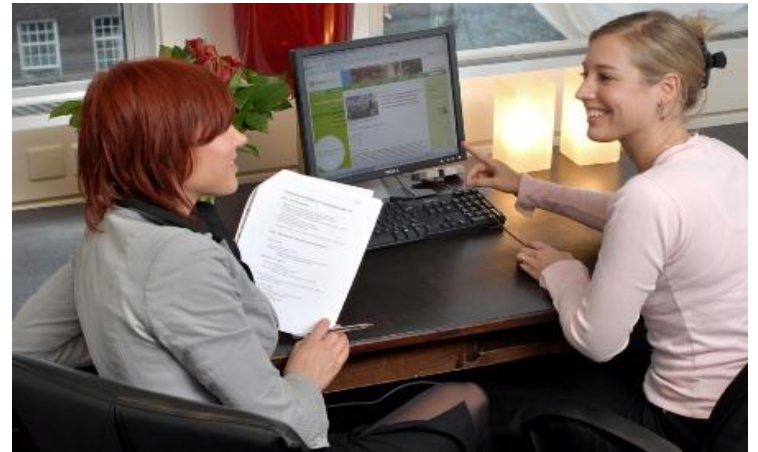
**Note:** Content on this page, At Home Services & Activities, At School Services & Activities, Transitions and Special Education Process, will be new content and will be completed by the Subject Matter Experts. Draw the existing list of Categories and Disabilities from TTAC Online, allowing user to choose one or more from each.

# Flowchart



# Usability Testing

- Objectives
- Methodology
- Ethics
- Usability Metrics/Goals



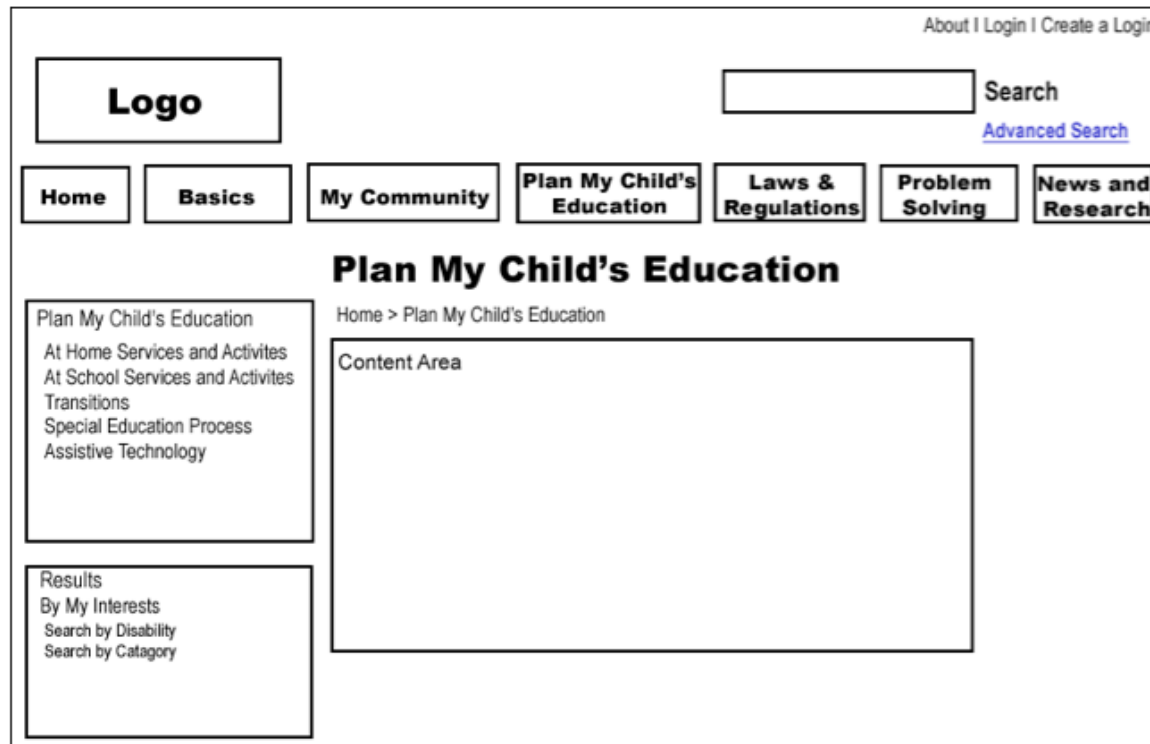
<http://www.jungle minds.com>

# Round One Results

Task	Goal	Actual	Severity of Errors	Frequency of Errors
<a href="#">Splash Screen</a>	100%	100%	None	None (*n=11)
SOL	100%	100%	None	None (*n=8)
Parent New to Special Education	100%	100%	None	None (*n=11)
Evaluation	100%	82%	Moderate	18% (*n= 11)
Home Activities	100%	78%	Moderate	22% (*n= 9)
IEP	100%	63%	Moderate	27% (*n= 11)
Naming				
Assistive Technology	100%	36%	High	64% (*n= 11)



# Plan My Child's Education



**Note:** Content on this page, At Home Services & Activities, At School Services & Activities, Transitions and Special Education Process, will be new content and will be completed by the Subject Matter Experts. Draw the existing list of Categories and Disabilities from TTAC Online, allowing user to choose one or more from each.

# Splash Screen



[ttac staff login](#)

Click on a region where you live or work.  
Or Select your school division from the drop down menu below.

If you do not live in Virginia, please click on the "Out of State" box.



Select your county/school district to find out your region:

You live in Virginia's T/TAC Region:

### Region 1

Virginia Commonwealth University

### Region 5

James Madison University

# Feedback from Round One

- Technical team
- Subject Matter Experts
- Revisions to site
- Round Two usability testing

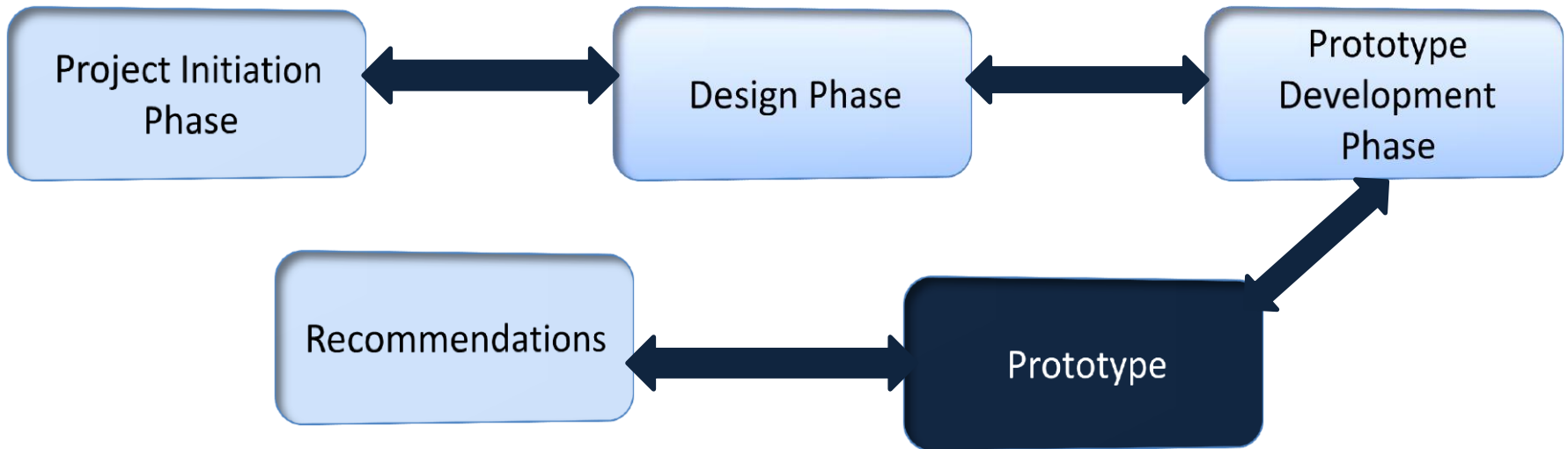
# Round Two Results

Task	Goal	Actual	Severity of Error	Frequency
Assistive Technology	100 %	100 %	None	None (*n=11)
Search Engine	100 %	45%	High	55% (*n=11)
Information on Local Policies for Special Education	100 %	9%	High	91% (*n=11)

# Round Two Results (Cont'd)

- Overall look
- Organization
- Content

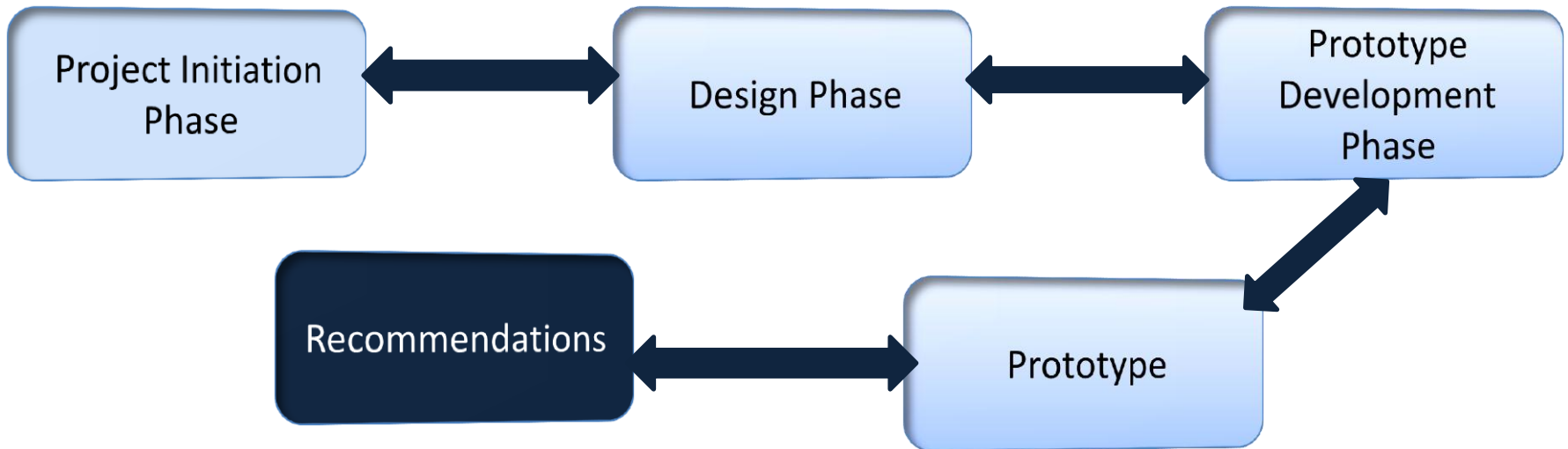
# Process Overview



# Naming

- Step One: Name generation
  - Ground rules
- Step Two: Combine generated list of names
  - Review criteria
  - Four candidate names
- Step Three: Parents' recommendations
- Step Four: Result

# Process Overview





# Recommendations

Full list of recommendations in Instructional Design Document (IDD)

- Pre-launch
- Parents' recommendations for content
- Additional features (“Nice to haves”)
- Ongoing marketing support
- Style and accessibility guide

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# Pre-Launch Recommendations

- Tagging
  - The ability of a user to associate freely typed keywords to bookmarks
  - Benefits users & site administrators

Everybody's bookmarks 164 results

T/TAC Online 65  
ttaconline.org/

resources sol lessons sped ttac

I'm Determined 24  
php.radford.edu/~imdetermined/

self-determination transition education resources ttac

# Pre-Launch Recommendations

## Search Autofill

Assistive technology × Search

- assistive **technology**
- assistive
- assistive **technology devices**
- assistive **devices**
- assistive **technology in the classroom**

## Search Spell Check

Assisive Technology × Search

About 445 results (0.20 seconds) [Advanced search](#)

▶ Did you mean: [Assistive Technology](#)

<http://google.com>

# Pre-Launch Recommendations

## Kerneling

## Rating

The screenshot shows an Amazon.com search results page for LCD TVs. The breadcrumb trail is **Electronics > Televisions & Video > Televisions > TVs > LCD**. The page shows 1-24 of 1,392 results. Filtered by **Display Size** (20 Inches & Under, 21 to 29 Inches, 30 to 39 Inches, 40 to 49 Inches, 50) and **TV Display Technology** (LCD). Two products are highlighted:

- 1. Philips 22PFL4505D/F7 22-Inch 720p LED LCD HDTV, Black**  
Buy new: ~~\$349.99~~ **\$189.00**  
24 new  
8 used from \$172.99  
Get it by **Thursday, May 12** if you order in the next **2 hours** and choose one-day shipping.  
★★★★☆ (47)  
Prime  
Eligible for **FREE** Returns
- 2. LG 32LE5300 32-Inch 1080p 120 Hz LED LCD VA Panel HDTV, Black**  
Buy new: ~~\$799.99~~ **\$469.98**  
11 new  
18 used from \$411.99  
Get it by **Thursday, May 12** if you order in the next **1 hour** and choose one-day shipping.  
★★★★☆ (194)  
Prime  
Eligible for **FREE** Returns

Annotations: A blue arrow labeled "Kerneling" points to the left sidebar filters. Another blue arrow labeled "Rating" points to the star rating of the second product.

# Content and Marketing

- Parent Content Recommendations
  - Available in IDD in Recommendations Section
  - To be reviewed and combined later by experts
- Marketing Recommendations
  - Available in IDD in Recommendations Section
  - Additional opportunities to inform parents before and after site launch

# Additional Features (Nice-to-Haves)

- Not necessary, but improves long term acceptance
- Available in IDD in Recommendations Section
- Example
  - A method by which parents can request and suggest content

# Style and Accessibility Guide

- Consistent user-experience for reading content
- Should be created before site launch
- Initial suggestions in IDD in Recommendations
- Promote accessibility and usability over time
- Example:
  - Indicating a link will lead to a PDF

[What if my child is not found to be eligible for special education? ▼](#)

[What if I don't agree with an evaluation report used to make the decision? ▼](#)

[Good Places to Begin ▼](#)

[Referral/Evaluation Checklist \(PDF\)](#)



# Questions/ Discussion