



TO: Dr. Gregory Wickliff
FROM: Anne Cooper Moore
SUBJECT: ENGL4181/5181 Spring 2022 Project 3 Planning Memo
DATE: April 6, 2022

Audience

The audience for my short video tutorial on search tips for Google's Advanced Search will be anyone who uses Google to search the web.

Purpose

The primary purpose of the video tutorial is to show Google users how to refine their searches using advanced techniques, so they will get more precise, accurate, and useful results. Most Google users do not realize you can refine your search with limiters, symbols or quotation marks in the regular Google search box or go to the Advanced Search to be guided through the process of refining your search. The challenge for my tutorial is to translate Google's written instructions into a video format that is easily approachable for the typical Google user. I plan to upload the video tutorial to YouTube, so others can benefit from it.

Content of the Video

In less than 3 minutes for the entire video, I plan to cover some of the common search techniques you can use in the plain Google search box:

- Exclude words from the search (-)
- Search for an exact match ("phrase")
- Search for a specific site (site:youtube.com or site:.edu)
- Search for related sites (related:cnn.com)

Then I plan to go to the [Advanced Search page of Google](#) and go over how to use the page to refine your searches.

Many of the searches that you can do in the plain Google search box with symbols can be done using the fields on the Advanced Search page. If you can't remember a technique, you can always go to the Advanced Search page.

Usability Tests

I will conduct 3 usability tests of participants listed below. The usability tests will be conducted using Zoom for audio and video recording because UNC Charlotte subscribes to it and the files can be stored in Canvas in My Media and easily reviewed and edited. I may also experiment with Screencast-O-Matic as Dr. Wickliff recommended for the 15 minutes of video it will allow you to record for free. I think that I will do the first several recordings in Zoom and then do the final one or two in Screencast-O-Matic. I will take notes by hand in a notetaking copy of the usability script/task list I use with the participants.

Draft list of Usability Test Participants:

1. My partner, Wade Glasser, who did a great job helping me fine tune the Usability Test Script for Project Two.
2. One person at work, most likely Ed Shaffer who was extremely insightful in the Usability Test for Project Two.
3. At least one student in the class.

Project Schedule

April 6	Planning Memo Due
April 6-13	Storyboard; Draft of Video
April 20	Test Script/Materials with Pre- and Post-test Questions; Style Sheet and/or Storyboard; Usability Test Summary
April 27-May 1	Rough Draft; Peer Edits
April 13	Report, Stylesheet, and Assessment Memo Due

Budget

Since I am creating this tutorial for the class, I do not have a budget. I plan to use freely-available technologies such as Zoom (university subscription), Screen-O-Matic, and iMovie for editing (on computers in the Multimedia Lab in Atkins).

Product

- A 3-5-minute tutorial.
- A Usability Test Summary.
- Incorporation of Peer Edits into a final version of the video for my course portfolio.

Tone/Voice

The video tutorial will be spoken in the second person “you.” The tone will be friendly, positive, and professional. The usability test script will be written from the first person when I introduce myself and the second person (“you”) for the rest of the script, including the introductory and follow-up questions.

Illustrations

I plan to record the video tutorial of my computer screen as I explain how to use the search techniques with examples. I am only experienced with Zoom, so I may have to learn another application (Screen -O-Matic).

Goals

1. Practice creating and editing a video tutorial.
2. Practice creating a script for a usability test of a video tutorial.
3. Practice recruiting usability participants.
4. Gain more experience conducting usability tests.
5. Incorporate peer edits to improve the video tutorial.
6. Practice organizing and analyzing the results of usability tests and summarizing them.