Beta Evaluation of Design Time's 'MSIDT CSU Fullerton' Tutorial

MSIDT 530

Enlighten Design
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A beta evaluation was performed by Enlighten Design (Sangeetha Carmona, Ted Grover, Jenny Kellogg) on the prototype tutorial 'MSIDT CSU Fullerton' by Design Time. Below is a brief description of the results of the review for each category requested by Design Time, which are additionally presented in the attached Beta Evaluation Form.

Following the specific comments of the Enlighten Design reviewers, components of the beta delivery are summarized with respect to changes since the alpha delivery. Finally, the Beta Evaluation form is attached.

Reviewers' specific comments:

Reviewer A:
Overall the tutorial has included a few more user interaction features as well as a form of assessment for feedback to the designers. The "bio" page is one of the highlights of the tutorial and should be mentioned in the beginning of the tutorial as a hook, for e.g "Towards the end of this tutorial you will be able to read about our outstanding graduates and their professional accomplishments …" Impressive use of Bill Bennett's CNN interview clip – great hook!

The survey is a very good evaluation tool to continue to obtain user feedback and make changes or adjustments to the tutorial as needed (the "E" in ADDIE).

Reviewer B:
The third objective is written as "Learners will understand…" is hard to assess if it is to be a performance objective.

The scroll bar on the "why you should enroll page" does not scroll far enough down to display all of text.

Advancing from the video did not terminate the video player.

Overall the look was still somewhat static with improvement in adding an interactive component or two, but mostly is still viewed like a slide presentation.

Terminology was overly used without explanation or reference. Statements of employment were not reinforced by either links for back up or agencies. Language could sometimes have a tone between a sales pitch and hard information.

Reviewer C:
The overall look and feel of the graphics and text was greatly improved.

The issue of diversity of people in the photographs was addressed since the Alpha by replacing some of the photographs and reducing the number of people pictured. I liked the new choices in photographs.

Aside from a couple of issues with the text not fitting, the beta tutorial seems very close to complete and very well done.

Subject Matter:
One major suggestion regarding delivery of the subject matter is to give the learner the ability to access sections of the tutorial in any order desired in order to help achieve the stated objectives. If one wishes to review a specific section it requires flipping through the tutorial. However, since the tutorial is relatively short and there is a global button giving access to the "Graduates" section, which is toward the middle, this could be considered adequate navigation access in this case.

While one reviewer still noted that diversity of ethnicity in the photos of people was an issue, another reviewer liked that there were fewer photos of people and thought that the improvement of the photos was satisfactory.

Auxiliary Information:
The addition of the survey at the end of the tutorial is an excellent idea, as it is an additional means of assessment and a good way to encourage the learner to think about their own learning. Alessi and Trollip discuss this idea, metacognition, in the statement that "learners are more likely to engage in good learning strategies when they are aware of the quality of their current learning activities" (p. 167).

Affective Considerations:
Improvement in the amount of interactivity is noted, especially with the implementation of the "Graduates" section. However, more interactive assessment is suggested throughout the tutorial.

Interface:
The interface, or "look and feel" of the tutorial was much improved and no major changes are suggested.

Presentation Modes:
Reviewers noted improvement in the flow and diversity of presentation from page to page in the tutorial. Other than the possible suggestion of more interactivity, the mode of presentation is very well done and no major suggestions are noted.

Navigation:
As noted previously, for the sake of user control of sequencing and restart as discussed by Alessi and Trollip (p. 52), the one suggestion for improvement of navigation is to add a menu that gives the user access to various sections of the tutorial.

Pedagogy:
The methodology of the tutorial did not change, thus the suggestion of brief question/response style of interactivity within the tutorial content remains to promote motivation and deeper information processing (Alessi & Trollip, p. 426).

The addition of hyperlinks when references to websites occurred is an additional suggestion for improving interactivity.

Invisible features:
This section was not applicable for this prototype.

Robustness:
The tutorial appears to be robust to expected and unexpected user actions and was accessible on three different platforms utilized.

Supplementary Materials:
This section was not applicable for this prototype.

In summary, Enlighten Design's reviewers found that the beta delivery by Design Time was much improved and very close to a final version. While some suggestions remain outstanding, there are a very few items that when fixed would make the tutorial an excellent product.

References

Alessi, S. M., & Trollip, S. R. (2001). *Multimedia for Learning: Methods and Developments* (3rd Ed.) Needham Heights, Massachusetts: Allyn and Bacon.

BETA EVALUATION FORM

Program: MSIDT Program Tutorial by Design Time

Reviewer: Enlighten Design   Date: 7/7/10

ITEM	ACCEPT-ABLE	NEEDS WORK	COMMENTS
Subject matter			
Matches goals	√		The subject is covered in sufficient depth to accomplish objectives
Content structure		√	Content is provided sequentially; however the program's (tutorial's) organization does not reinforce the subject matter's organization. The content needs to be categorized either into objectives that could be accessed in any order to increase user interactivity.
Content accuracy	√		Information on salary range (one of the objectives) does not appear in the tutorial.
Language, style, grammar	√		Minor corrections (for e.g. prepositions such as roles 'within' instead of 'on' an instructional design team), check missing commas, and articles. Review language in program overview.
Reading level	√		Same as alpha evaluation
Cultural bias - language	√		
Cultural bias - reference		√	The photographs need to depict more diverse ethnicities.
Technical terms and jargon		√	Clarify in objective two that Masters in Instructional Design and Technology is MSIDT
Spelling, grammar, and punctuation.		√	Elaborate on WASC
Auxiliary information			
Introduction		√	There was no visible hook.
Directions	√		
Help	√		
Conclusion	√		Survey at the end is a form of assessment – good idea☺
Affective considerations			
Motivation		√	Introduce more interactivity where users are free to browse through different categories – chunk information into objectives or main topics

Interface			
Displays	√		
Presentation modes	√		Display was fine on my personal desktop as well as a desktop I used in Miami. However, a portion of the right side of the presentation was cut off when I downloaded it on a Dell laptop in Canada (Carmona's comments)
Text quality	√		
Animation and graphics	√		No animations included in tutorial
Input	√		
Spacing	√		
Navigation			
Navigation aids	√		Navigation is on the top right corner consistently throughout the tutorial
Restarting	n/a		
Passive bookmarking	n/a		
Active bookmarking	n/a		
Pedagogy			
Methodologies		√	Needs more facts, figures, images to intrigue or interest prospective students
Interactivity		√	Use hyperlinks when references are made to websites such as csu mentor and MSIDT application etc.
Cognitive capacity		√	The tutorial mostly uses the computer as a page. Suggestion: include more interactivity like the "bio" page where users can read information as well as watch video of graduates.
Cooperative learning	n/a		
Learning metaphor	n/a		
Learning Strategies	n/a		
User control		√	Currently sequential with front and back arrows – information needs to be chunked in categories and available by clicking on categories.
Questions		√	Need to include some questions after 3 to 4 screens to include user interaction with information.
Answering questions	n/a		
Quality of feedback	n/a		
Format of feedback	n/a		
Mastery level	n/a		

Invisible features			
Records and data	n/a		
Security and accessibility	n/a		
Too much data	n/a		
Robustness			
For normal user actions	√		
For unusual user actions	√		
On different computers, software, and browsers		√	A few inches on the right were cut off on a laptop computer. Also the second page of the survey wasn't available when downloaded on this same laptop computer.
Supplementary materials			
Manual: General	n/a		
Manual: Program operation	n/a		
Manual: Program content	n/a		
Auxiliary materials	n/a		
Other resources			