Sweet-Talking Clients into Changing Their Web Sites: A Usability Project

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Evaluation Form for Usability Report

[This is a checkmark rubric: ✓+ indicates completed with distinction; ✓ indicates completed with a passing demonstration of the needs of the form; ✓- indicates underdeveloped or a poor showing of the skills required for the element]

Technical Writing Elements/Polish. The document shows careful proofreading and a technical focus on the facts in every section. We should see shorter sentences and paragraphs, useful chunking, and consistent headings. ___

Documentation/Citations. Any necessary source use has been documented responsibly. ___

Assignment Parameters. Includes all of the required elements of a report.___

Cover Letter: Must show perfect business letter formatting and useful summary of the project. ___

Abstract: ___

TOC: ___

Exec. Summary:___

Methods: ___

Discussion: ___

Recommendations: ___

Depth. The test itself must explore meaningful elements of the document. Discussion fully explores findings of the test; recommendations respond logically to content of findings. ___

Tone. Is the tone professional ___   respectful of the client___   consistent (sounds like one voice)___

Graphic Elements. These clearly share tabulated data collected from the test. The graphics must be included in the proper manner, with proper formatting and titling. ___

Appendices. Includes the required elements AND shows details to design and content.

Meeting Minutes: ___

Test Plan: ___

Tabulated Results: ___