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## **Job Aid Design Project**

### **Problem Statement**

Provide procedural information on how to set up a social network for teachers and students to enhance online learning. This job aid should provide step by step actions used to setup a social network using the free social network site: [www.ning.com](http://www.ning.com).

### **Audience Analysis**

Higher education teachers and students at the college level are all familiar with social networks. Everyone knows about Facebook and MySpace, but not everyone knows that at Ning.com people can set up their own social networks. As a result, professors and students are not currently taking advantage of the opportunity to create social networks that enhance the learning environment of an online course. Therefore, this job aid is designed to educate both students and teachers on how to set up a social network.

### **Type of Job Aid**

This is a procedural job aid that provides step by step procedural information to complete a task.

### **Rationale**

This job aid is appropriate for this case because ning.com is a free social networking site. In the higher education field, often students and teachers are reluctant to buy tutorials or subscribe to a website because money is limited. Ning.com provides teachers and students with an opportunity to develop a social network that is curtailed to subjects that they can specify. This tutorial steps them through that process.

Using video as the format for this job aid allows for teachers and students to have an example of the procedure, as well as, an auditory guide to setting up the network. The job aid is easy to follow and teachers can demonstrate the simplicity of it to the students. On the other hand, using this job aid will allow teachers to avoid wasting class time to teach how to create a social network. The teacher can simply upload the file to the learning management system that they are using for the online course, i.e. Blackboard. Also, students can refer back to the job aid if they did not understand it the first time. Therefore, students are capable of watching the procedure multiple times if they still have questions on how to set up a ning.com social network.

Therefore, this job aid is appropriate because it addresses the audience. Also, it supports performance because it is free and presented in a very short video format that reduces the amount of time needed to complete the task.

## **Principles**

Bias and/or Culture – Free of bias and ADA/Section 508 compliant

Clarity – The procedural steps are simple and narrated to be clear to the learner how to complete the task.

Cognitive Learning Aids – Title slides are used to inform the learner of the overall objective and reviews the material at the end of the presentation. Captions provide guidance and callouts help to support the tasks on the screen.

Content – Relevant to students and teachers that were trying to utilize ning to create a free social network.

Color - Callouts were same color – arrows, and certain font colors. Other callouts helped catch the learner's eye due to the color used.

## **Design Principles**

- Contrast – I used transitions to show the difference between the video and the title clip at the end. Also, I used captions to that were easy to read. Used Callouts that were effective.
- Repetition – each screen maintains a similar format as there are only 2 basic layouts Involved (title screens, instruction screens) Callouts were repetitious in color and style.
- Alignment – all title/instruction screens are centered
- Proximity – text bubbles point to areas where actions are being performed

Layout Design – Standard size for a web video file to be uploaded to a learning management system.

Motion – The timing of slides is enough to allow users to read instruction, properly paced, timing of captions is appropriate, timing of callouts are appropriate.

Navigational Helps – Captions and callouts help to guide people that are hearing impaired

Organization – The steps are sequenced appropriately; all actions are procedural in nature.

Visuals – The screenshots and callouts were used to show the information that was being presented. The visuals match the content.

Special Features – ADA/Section 508 compliant; all visuals have captions or alternate text.

Realism – gives user the simulated real world experience of setting up a ning account

Motivation – Easy to use and can help provide collaborative opportunities and promote communication within a learning management system course.

Typography – Callouts and text easy to read

Technical Quality and Usability – Easy to read, easy to follow, free of flaws.