

<p style="text-align: center;">Content (10 pts)</p>	<p style="text-align: center;">Organization and Layout (7 pts)</p>	<p style="text-align: center;">Analysis and Focus (10 pts)</p>	<p style="text-align: center;">Professionalism and Style (3 pts)</p>
<ul style="list-style-type: none"> ● All components of portfolio are complete, timely, and demonstrate revision: <ul style="list-style-type: none"> ○ Instructions Website ○ Usability Test 1 Report ○ Usability Test 2 Report ○ Bad Instructions Memo ○ Usability Test Observation Notes ○ Original Instructions List/Usability Test Plan ○ Self-Assessment 1 ○ Self-Assessment 2 ● Instructions have the appropriate amount of steps per group size: <ul style="list-style-type: none"> ○ 1: 5-10 steps ○ 2: 8-12 steps ○ 3: 10-15 steps ● Sentences are precise and concise. ● All components find a balance between directness, brevity, and sufficient detail (i.e. sentences are precise and concise). ● Each component of the portfolio has a clear purpose and makes the most of the processes they represent (i.e. usability report memos clearly influence revisions for the instructions). Each part is as “complete” as possible. 	<ul style="list-style-type: none"> ● Clear and consistent naming scheme for all applicable documents. ● Website is easy to navigate: <ul style="list-style-type: none"> ○ Extra resources are hyperlinked as needed ○ Content is broken up with images and headers. ○ Site works well for both computers and mobile devices. ● Website follows the basic accessibility guidelines: <ul style="list-style-type: none"> ○ Alt-text and captions for images/GIFs. ○ Machine readable headers. ○ Captions where applicable ○ Transcripts for videos. ● Website content (images, text, videos) are good quality (images have good resolution/lighting, videos are crisp w/o excessive background noise, etc.) ● Instructions provide indicators/signposts confirming progress toward completing the task. ● Use of image and text within instructions is balanced. ● Complicated instructions have side notes, alternatives, and sub-directions as needed. 	<ul style="list-style-type: none"> ● Instructions consider needs of target audience(s) completing the task. Considerations for both basic and and more advanced users. ● Instructions demonstrate changes that reflect insights gained from usability tests. There are clear ties between changes made and the two usability test reports. ● Significant observations are made during the usability tests. Usability Test report provides concise but sufficient detail explaining what will be corrected in the instructions BUT ALSO what observations support keeping other instructions the same. ● Instruction’s development reflects identifying assumptions/prior knowledge users bring to the task; revisions then tailoring instructions for users who will not have said assumptions/prior knowledge. 	<ul style="list-style-type: none"> ● All documents adhere to style guide and genre conventions (i.e. letters have address blocks, memos have headers, etc.) ● Few/no Spelling or grammatical errors. ● Language use is professional with the correct amount formality and reader centered (i.e. no unnecessary jargon, acronyms are defined, avoids cliches, etc.). Language use adheres to expectations of identified audience: instructions have a different audience in mind than the memos. ● All components of portfolio are of a professional quality that could be used in real life situations (i.e. instructions function well to achieve desired results). Final instructions are supported by the usability test reports.