

# Krista M. Rundiks

## Evaluation Plan

### **Evaluation Objectives:**

- Determine the level of understanding a new client has regarding the Recherche Interior Design process, services and products offered, and billing types.
- Identify areas of improvement for better educating the client on the Recherche Interior Design process and billing types.

### **Key Evaluation Questions:**

- How well does the website convey the Recherche interior design process, services offered, and billing types to new clients?
- How can the website design and functionality be improved to help new clients understand the Recherche interior design process, services offered, and billing types?

### **Description of the Evaluation Design:**

- This will be a simple, formative, and qualitative evaluation that will focus on the website's usability and helpfulness of content in regard to helping a new client understand the services they will receive, how the interior design process works, and the types of billing applied throughout a typical project.

### **Why This Design Was Chosen:**

- Since this is a first iteration of content and navigation structure, we want to focus on quality instead of measurable web statistics. We want to understand if we are helping to fill the knowledge gap for new clients in an effective way. In the future, if marketing efforts are used to drive traffic to the website, we would most definitely want to include a quantitative aspect to the evaluation. For now, by focusing on qualitative information we can better refine the website design, content, and usability to meet the needs of the owner and her clients as well as meet the instructional design project goals and objectives.

### **Data Collection Methods:**

- The main types of data collection methods will be document analysis of the website created and over the phone interviews. Three new clients interested in home design services will be asked to review the website as well as the business owner. After review, I will interview the individuals by using an interface rating form and asking for additional feedback via open-ended questions.

### **How Validity Will be Ensured:**

- Validity of the qualitative results will be ensured as the pilot testers will be provided with the same narrative via email that includes a link to the website. I will follow-up with the pilot testers via text if they have any questions. A day or two later at their convenience, I will interview each pilot tester and ask them to rate the site using the same set of questions which adhere to the interface and content presented. The questions are relevant in answering the two evaluation key questions.

### **Explanation Sampling Procedures:**

- This evaluation will use convenience and purposive sampling due to time constraints, the ease of having willing participants who are able to help pilot test the website and provide feedback and seeks participants who are homeowners and extremely interested in high-end interior design services.

### **Drafts of Instruments:**

- **Introduction to Pilot Tester:**

Dear (New/Prospective Client Name Here),

I have designed a website to help educate you on how to Get Started with Recherche Interior Design (ID). I'm hoping the website helps convey to you, how Recherche ID performs from the design process, the types of services and products offered, and the type of billing to expect throughout a typical project.

In the next couple of days, I would like to interview you while you have the website open on your device of choice (Example: desktop computer, laptop, tablet, mobile). I will ask you some questions that will help me to rate and evaluate the website and will provide insight into how it can be improved for new clients.

Please start by visiting: <https://design.rechercheid.com/>

Thank you again for your time and assistance in this website evaluation.

Sincerely,  
Krista

**Interview Rating and Open-Ended Questions for Pilot Testers:**

Tester Name:

Device Used:

Operating System:

Browser:

Date:

Time:

**Low****High**

<b>First Impression:</b>					
1. The website is visually appealing.	1	2	3	4	5
2. It provides interesting content.	1	2	3	4	5
3. Colors used are acceptable.	1	2	3	4	5
<b>Focus:</b>					
4. It is clear the audience the website is designed to serve.	1	2	3	4	5
5. The overall purpose of the website is clear.	1	2	3	4	5
<b>Bandwidth:</b>					
6. Page loading times are acceptable.	1	2	3	4	5
7. Photos are effectively used as an aesthetic to showcase services.	1	2	3	4	5
8. Alternative content delivery methods are available.	1	2	3	4	5
<b>Site Framework and Organization</b>					
9. The home page gives a clear outline of the content and what to expect.	1	2	3	4	5
10. Content is organized into a logical framework.	1	2	3	4	5
<b>Text Elements:</b>					
12. Text is free from grammatical and spelling errors.	1	2	3	4	5
13. Text is written at an appropriate level for the intended user.	1	2	3	4	5
14. Text is in readable font and size.	1	2	3	4	5
15. Text is broken by clear subheadings and easy to scan for needed content.	1	2	3	4	5

16. There is reasonable amount of information displayed on each page.	1	2	3	4	5
<b>Navigation:</b>					
17. The appearance of controls (buttons, etc.) gives a clear idea of their functions.	1	2	3	4	5
18. Controls (buttons, links, etc.) for moving around the site are in consistent locations on every page.	1	2	3	4	5
19. Any (or nearly any) page in the site can be reached within three clicks.	1	2	3	4	5
20. Important content is easy to locate and identify.	1	2	3	4	5
21. There are no broken links.	1	2	3	4	5
22. Links to external sites are clearly identified.	1	2	3	4	5
<b>Communication and Feedback</b>					
23. The website provides a clear means of communicating with the business owner.	1	2	3	4	5

**Open-Ended Questions Asked to Pilot-Testers:**

1. How could the website be improved to provide a better understanding of the interior design process?
2. How could the website be improved to provide a better understanding of the services offered?
3. How could the website be improved to provide a better understanding of the billing types?
4. What did you like most about the website?
5. Please suggest any other ways to improve the website.

**Procedures Used to Analyze the Data:**

This is a simple, formative, and qualitative evaluation with three pilot testers and feedback from the client. I will record, organize, and review the interview answers. Then I will combine the themes and present them in a clear manner to my client so we can discuss the modifications to be made.