# USABILITY REPORT 2 EXECUTIVE SUMMARY

Group members: Katie Cissell, Anusha Karamboor, Huilong Zhuo, Shuang Wei

The purpose of this report was to present the findings and recommendations for the creation of an online social media hub. The online social media hub would be designed to inform Purdue University students about online social media identity management.   Two scenarios and two personas were developed. Use cases were also developed. We all created individual personas and scenarios and created our overall persona by discussing the common themes between the personas and scenarios. I wrote the introduction, the analysis, the personas, the scenarios, and edited much of the rest of the report.

Some of the skills I learned as a result of this report are: Creating a Persona, Creating a Scenario creation. Creating a Use Case. Determining Design requirements.

Usability Report 2

Online Social Identity Mini Hub
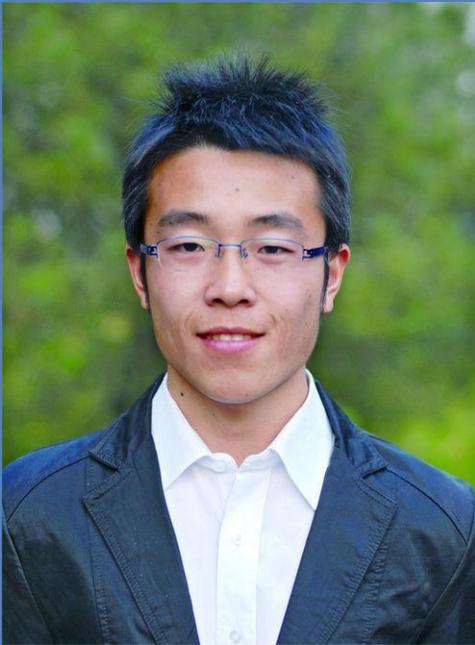
P **Personas**

S **Scenarios**

UC **Use Cases**

DR **Design Requirements**

Anusha Karamboor
Eddy Zhuo
Katherine Cissell
Shuang Wei

Outline

Introduction

The purpose of this report is to present the findings and recommendations of this group for the creation of an online social media hub. This hub would be designed to inform Purdue University students about online social media identity management. Having an online identity can affect prospective employment opportunities. A good social media presence can sway recruiters to a prospective employees side or deter the employer from hiring them (Vorvoreanu, Clark, & Boisvenue, 2011).

Research shows that students understand the need for a good online social media identity but do not know or are uncertain about the process of developing a good social media presence. Currently, there is no main source of information regarding a healthy social media presence available to Purdue students. This report presents several key components necessary for creating a resource for both Purdue students and the entire internet community. The analyzed data showed students understood the need for a good online social media identity but did not know or were certain how to go about creating a good social media presence.

Purpose

This website is primarily intended for any student of Purdue university who wishes to equip themselves with knowledge regarding online identity management. The social identity mini-hub will include tools such as blog posts, surveys, videos, and slides which will educate a student about the need for managing their social identity and what resources they need to achieve that end.

Analysis

This section of the report will describe the group's process in analyzing the data. Each of the group members first individually studied the data. The data consisted of fourteen interviews that had previously been gathered and transcribed. The members were allowed to analyze according to their personal preference. Overall, a categorizing coding strategy was used where the group member would read through the data and note the main points of the interview. They would give these main points a coding number and use that number to refer to that instance every time it would occur in the data. The number of times the codes were used was then tallied up and the most frequent mentions were usually seen as a main theme of the data.

The group members then met and began to discuss their findings with one another. By comparing their individual analysis, the group members were able to define the most important themes noted and discard some of the lesser or unsubstantiated themes. By collaborating, an overall picture of the data emerged. These themes created the main topics that needed to be addressed in an online social media hub.

Data Demographics

Fourteen Interviews

8 Caucasian

5 International

1 Unidentified

10 male

4 female

Age- 18-24

Results

The main themes that evolved from the data after analysis include:

- searching for one's social media identity (googling one's self)
- ignorance of importance of online identity management
- unavailability of helpful resources
- ignorance of what is appropriate for social media
- the consequences of their online identity
- removing unflattering and controversial content
- lack of a professional social media presence

Personas

After analyzing the data, the group was then able to create two persona's based off the average responses and demographics of the interviewees. A persona is a descriptive model of a user that provides the research team with a way of communicating user goals and behavior (Cooper, p. 75). Cooper states, "Personas are not real people, but they are based on the behaviors and motivations of real people we have observed and represent them through the design process." (Cooper, p. 75) The research group created two distinct personas that represented two manifestations of the different main themes seen in the data.

Persona One
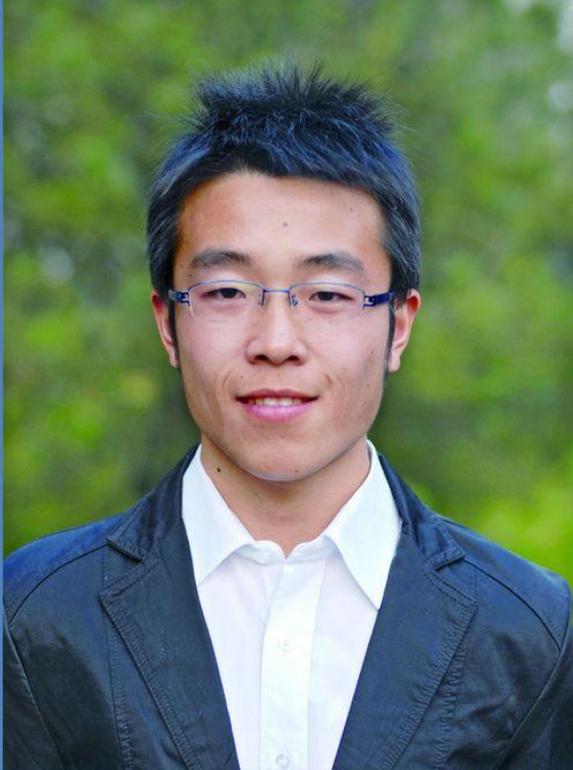
Name: Xi Chen
English name: Thomas
Sex: Male
From: China
Classification:
Sophomore
Age: 19
Major: Engineering

Characteristics: Thomas is an extrovert. He has many friends.

Life Goal: To go to the United States to become an Engineer. He wants to get good grades in school and have a great job when he graduates. He also wants to make lots of good friends.

Thomas is a sophomore at Purdue University. China does not have access to Facebook but he uses China's social media site similar to Facebook and also a twitter like site. He uses the Chinese site to keep up with friends and family from back home. He made a Facebook when he arrived at Purdue and friended many of his new friends. He checks his Chinese social media at least twice a day to see what his friends and family are doing and checks his Facebook maybe once a week. He also uploads photos to social media from his IPhone. He is tagged in so many photos that he doesn't have enough time to go check all of them. Now that he is a sophomore, he is getting more pressure to have a good social media presence but he is uncertain how to do so. Just for fun, he googled himself and found only his Facebook profile.

Persona Two

Name: Maggie Jones
Sex: Female
Classification: Junior
From: Lafayette, Indiana
Age: 22
Major: Information Technology

Characteristics: Maggie is an introvert and has a few very good friends. She is very ambitious.

Life Goal: Maggie wants amazing grades in school and wants to work for Google.

Maggie is very detail-oriented and constantly worries about her professional future. She studies all the time and volunteers at local charities like the food bank and animal shelter. She blogged for a while in High School but abandoned it when she went to college. She has a Facebook, LinkedIn, and YouTube account. She uploads some videos about the animal shelter every few months. She also is in a few clubs that have web sites. She is very busy and doesn't have a lot of time to manage her social media.

Scenario

After the creation of the two personas, two scenarios were then created. The scenarios were seen as something the persona would be likely to come across due to the themes noted in the data. A scenario is a narrative of a hypothetical situation where a persona is interacting with the system to achieve a goal (Cooper, p. 112).

Scenario One

Thomas was chatting with one of his friends when the friend said that he thinks he didn't get an internship because he had too many photos of him partying on Facebook. Thomas is concerned. He is constantly getting notices of him being tagged in photos. He mostly updates his Chinese Facebook. Thomas didn't know that employers would search prospective employee's social media. Not only does he not know what will show up in a search, but he doesn't know what employers would find unacceptable. The friend tells him to Google search his name. Thomas doesn't find anything about himself. Now Thomas is starting to consider the need for a professional online identity to help his future career, and he doesn't know where to begin.

Scenario Two

Maggie was volunteering at the animal shelter when she overheard someone talk about how the uploaded some photos of them drinking to their Facebook. Maggie disapproves of uploading unprofessional photos to social media. She knows that anything she uploads to the internet could potentially be used by an employer as a reason to not hire or hire her. Maggie begins to worry about what her future employers will see. She is in many prestigious clubs but not all of them have an online presence. She wants to have the perfect amount of social media (not too much, not too little) with the right kind of content so future employers would want to hire her. She doesn't have a lot of time to spend to search for information about social media or to spend updating social media so she needs something that can quickly and efficiently tell her what she needs to do to have a good social media presence.

Use Cases

From the scenarios, a use case solving the issue was created. Other use cases not defined in the scenarios were created to solve aid other issues that emerged from the data. A use case describes the behavior of a system and how it responds. They do not describe how the system should be presented but outline a task a user would perform with the system (Cooper, p. 113).

Use Cases

Use Case 1
How to create a social media presence?

User Interaction	System Response
Navigate to the Online Social Media Mini-Hub.	Display Home page
Click on "Getting started" button	Display Getting Started information page
Create accounts with recommended social media sites.	Open new browser and link to appropriate
Leave the Online Social Media Mini-Hub.	Exit the site

Use Case 2
How to learn what is appropriate to share and what is not?

User Interaction	System Response
Navigate to the Online Social Media Mini-Hub	Display Home page
Click on the "What's appropriate?" link.	Link to post
Read the post.	Display the post and similar links on the side
View the examples at the bottom of the post.	Display example with colorful diagram
Leave the Online Social Media Mini-Hub.	Exit the site

Use Cases

Use Case 3
Learning more in-depth information about social media presence

User Interaction	System Response
Navigate to the Online Social Media Mini-Hub from search engine	Display Home page
Click on resources link.	Display Getting Started information page
Find a course or lecture being offered on Purdue's campus.	Open new browser and link to appropriate
Leave the Online Social Media Mini-Hub.	Exit the site
Attend lecture or course.	

Use Case 4
Learning how employers evaluate your online information.

User Interaction	System Response
Navigate to the Online Social Media Mini-Hub	Display Home page
Click on the video "How employers evaluate your online information?"	Link to post
Watch the video.	Display the post and similar links on the side
Leave the Online Social Media Mini-Hub.	Display example with colorful diagram

Use Cases

Use Case 5	
Self-evaluation of your online social identity	
User Interaction	**System Response**
Navigate to the Online Social Media Mini-Hub	Display Home page
Click on the button "Self-evaluation"	Display Quiz like survey and
Take survey	Open new browser and link to appropriate
Leave the Online Social Media Mini-Hub.	Exit the site

Design Requirements

Once the use cases were completed, a definitive list of design requirements was made and studied by the group members. The project was ended after the design requirements were listed but after the full list of design requirements was finalized, the finished project could then be handed off to a design team to begin wireframing and then the implementation of the design. During all of this analyzing and determining of use cases and design requirements, frequent references to the interviews occurred so that the final design would not deviate from what the data's main themes were.

Design Requirements

Introduction to your online social identity
- Keynote post welcoming the viewer and explaining the importance of online social identity.

How to get started making an online social identity
- Links to good social media such as Facebook, Twitter, and LinkedIn.
- links to blog posts or websites that describe how to navigate those social media websites and utilize them to one's advantage.

Resources
- Courses and lectures related to good online social media being offered on campus
- Examples of good or bad social media.

Search yourself function
-A function that searches for the viewer's social media appearance.

Would You Hire Me?
- Online game that brings up examples of social media and asks the player if they would hire the person based on what they see.

Design Requirements

Self-assessment survey
- Survey that asks the viewer questions about their social identity.
- Presents the results of how good or bad the viewer's social media is.

Online identity safety
-Links or blog posts stating what is safe and not safe to post to prevent identity theft.
Forums
- Utilizes Purdue Career Account
- Allow account creation for non Purdue Career

Account holders
- Ask an expert in Social Media your questions
- Ask other students/forum users general questions.
- Archives of Frequently Asked Questions

Additional requirements
The online social media hub should run well.
The online social media hub should have excellent usability.
The online social media hub should be aesthetically pleasing.

References

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