| Knowledge Claim | Resultant Action | Refining Question | Strategy to Find Out |
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| It is difficult to find an electrician that you know meets your needs in ad- vance. [Assuming you need an elec- trician infrequently.] | Build a website to facilitate the search process. | Which qualities do people look for when choosing an electrician? | Ask people who have recently had electrical work done and others more generally. Short of that, develop user profiles and make educated guesses. |
| People expect more than just a good price. | Determine a general hierarchy(ies) of preferences. | If two electricians offered the same services for the same price, how would you choose between them? | |
| An online service provides a forum that can exploit the benefits word-of- mouth advertising, which laces trust in its information—something that is difficult otherwise to find. | <u> </u> | How do people find electricians now? | (Same as above.) |
| An online service should not be more complicated than conventional meth- ods of finding an electrician. | Avoid introducing new levels of com- plexity; identify and eschew existing annoyances; implement features that users will find helpful. | Which aspects of the current method of finding an electrician are frustrat- ing, painful, or uncertain? | |
| There is no reason to reinvent the wheel, if possible. | Search for examples of similar services that seem to work. | What about these examples make al- low them to be successful? | Patrol the Internet; ask friends for leads. |
| | | Can we find applicable examples from different industries, or websites more generally? | |
| The website is for its user audience. | Design the website around the needs of the users. | Who is my audience? | (See top.) |

Assignment 3: KAQF CCT 693: Evaluation of Educational Change

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| Knowledge Claim | Resultant Action | Refining Question | Strategy to Find Out |
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| People will not use information they do not trust. | Find and display information of high integrity. | Which sorts of features enable users to develop trust in a website? | In addition, make paper mock-ups, flowcharts of the site architecture and have people run through them. |
| Poor design can drive away users even if the information on the site is of high quality. | Pay attention to the users' needs. | Which sorts of features alienate or annoy users? | |
| The website should accommodate the styles of use that the users' actually demonstrate. | Structure the website according to users' use patterns. | Are there distinct classes of users that are trying to accomplish very different things? | (See above.) |
| Presentation is separate from content. | Present information in professional and meaningful ways. | Are there groups of users who will look for the same information in very different ways? | |