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**We Don't Make the Rules:
Developing User-Centered Tutorial
for First Year Students**

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HighEdWebDev (October 2007)



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In the Beginning....

Background/Initial Development





About the Institution

- Highly selective admissions
- Central campus, two branches
- 15,000 undergrad / 1,500 graduate students
- Emphasis on traditional/residential students





Academic Integrity Initiative

- University-wide survey
- Focus groups
- Series of 12 recommendations
- AI is more than “don’t cheat/don’t plagiarize”





Development Team

- Content Developers (Librarians)
- Graphic Designers (Librarians)
- Programmers (Librarians)





Courseware vs. Homegrown

Advantages:

- Built in Quiz/grading/tracking functionality
- Ability to batch enroll students

Drawbacks:

- Limited customization of layout
- Navigation





Tools Used

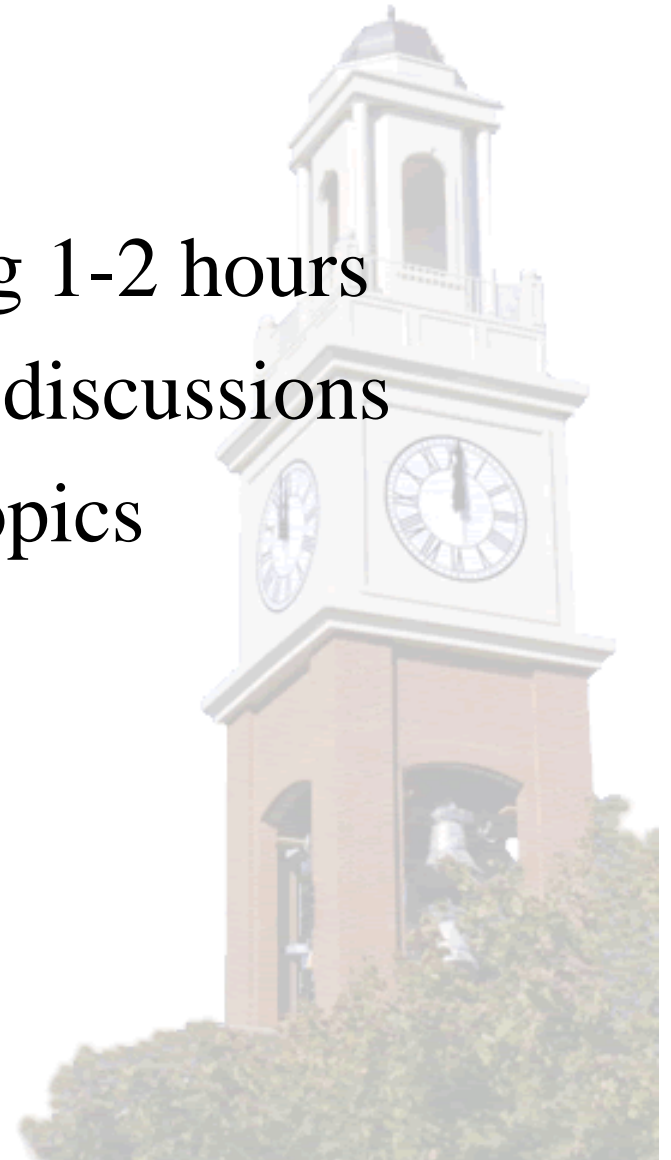
- Hardware
- Software
- Scripting languages
- Quiz's Mechanism





Goals

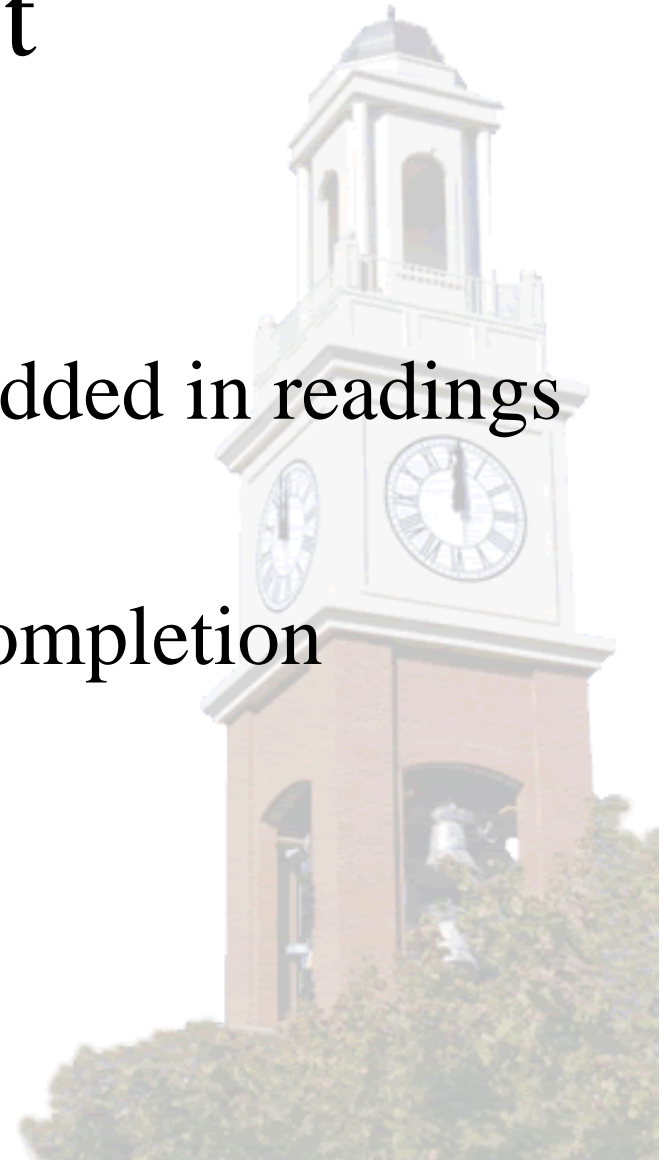
- Readings and exercise requiring 1-2 hours
- Common foundation for future discussions
- Free course time up for other topics
- “Driver’s License” analogy





Initial Product

- Series of readings on 5 topics
- Self-assessment exercises imbedded in readings
- Final quiz
- Option to email certificate of completion





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In the Middle....

Re-assessment
& Re-design

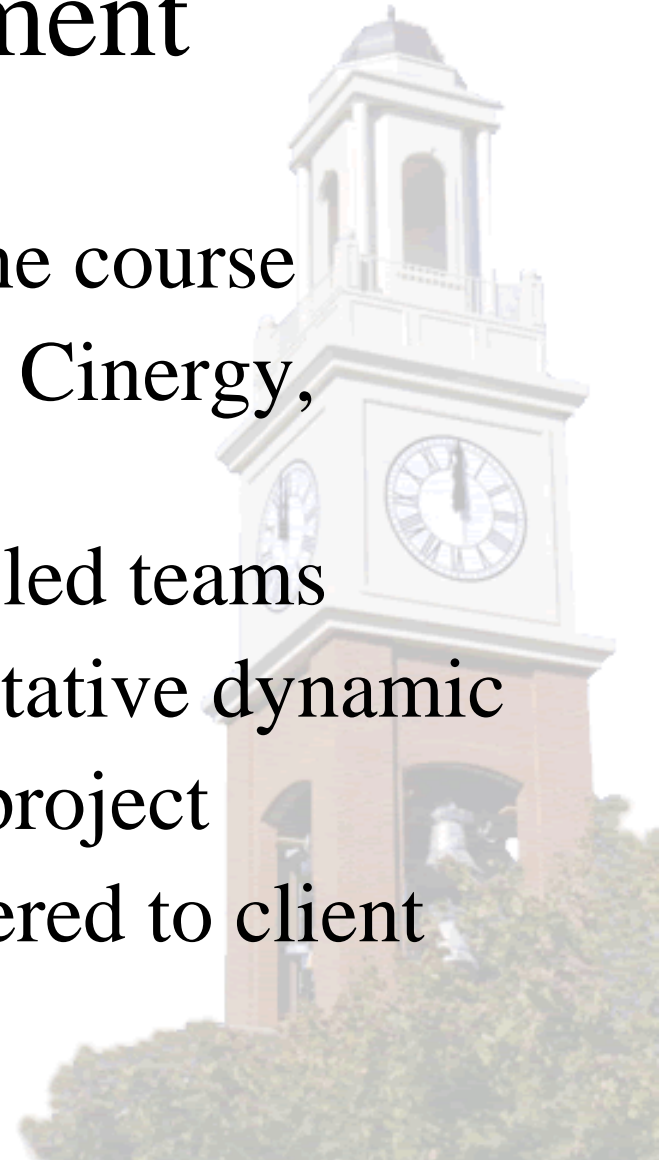




Student Involvement

Interactive Media Studies capstone course

- Previous clients: Taft Museum, Cinergy, Proctor & Gamble
- 19 students working in student-led teams
- Faculty advisor /client representative dynamic
- Charge: create/manage digital project
- Final report and products delivered to client

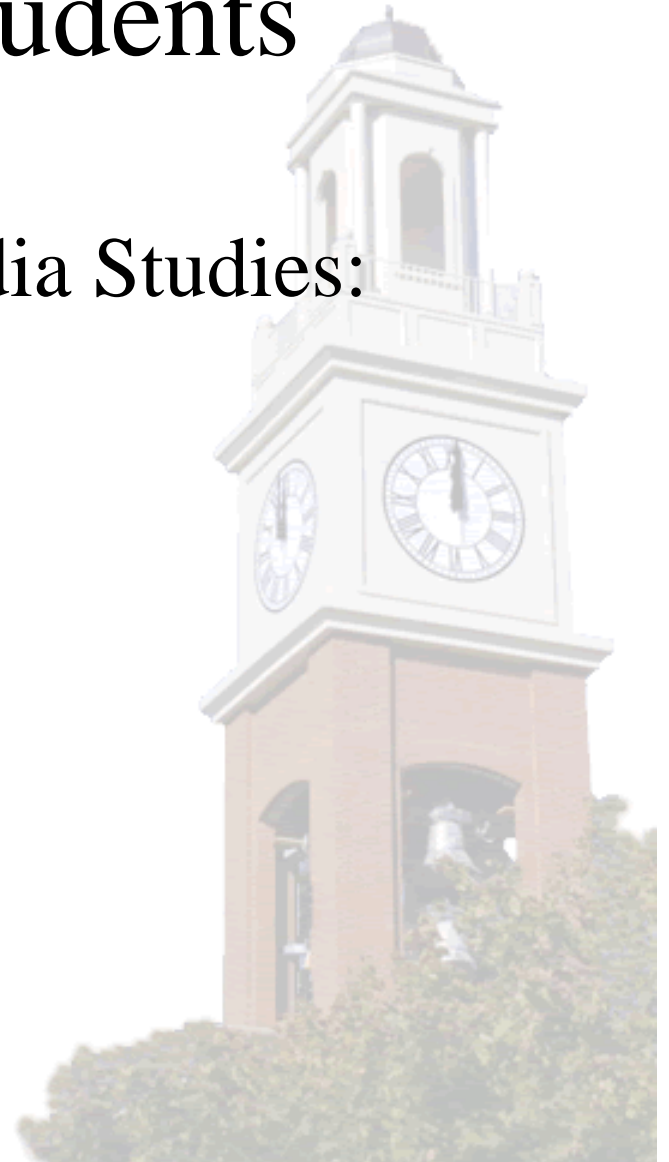




Partnership with Students

Capstone class in Interactive Media Studies:

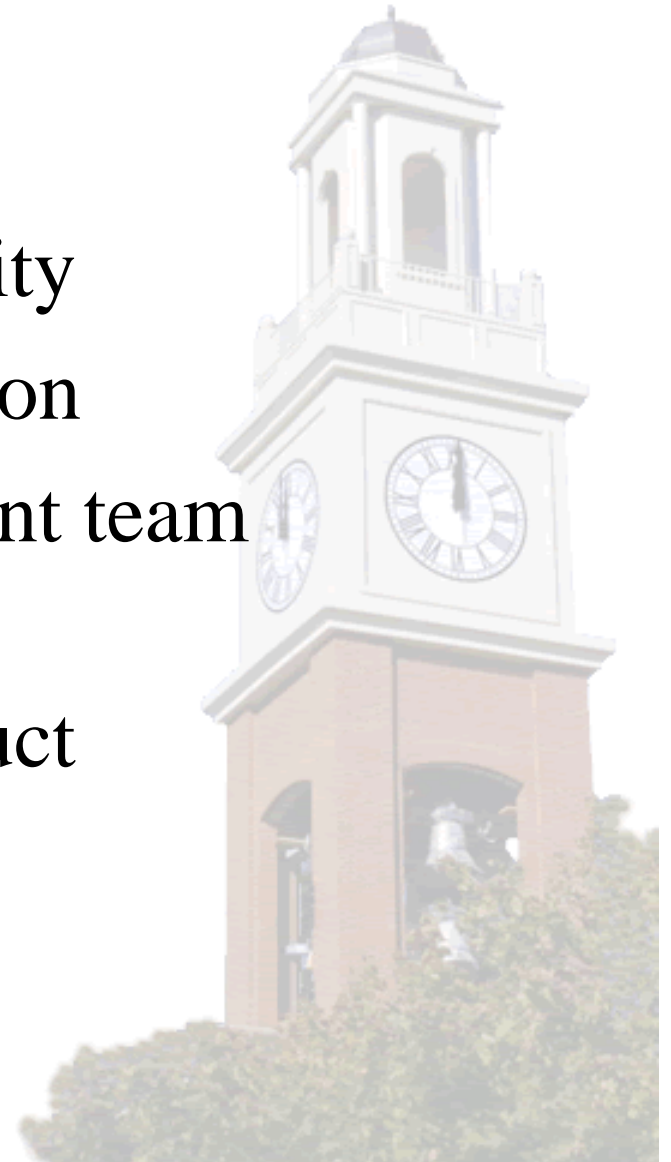
- Critique similar web sites
- Develop list of best practices / practices best avoided
- Evaluate prototype
- Develop testing / content





Challenges

- Limited experience with usability
- Communicating with busy liaison
- Input from multiple development team members
- Instructor involvement in product





Contributions

- Concrete list of criteria for assessing product
- Recommendations for graphics, video
- Creation of video content
- Testing ‘Final Quiz’ questions
- Presence of ‘outside evaluation’





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Current Status....

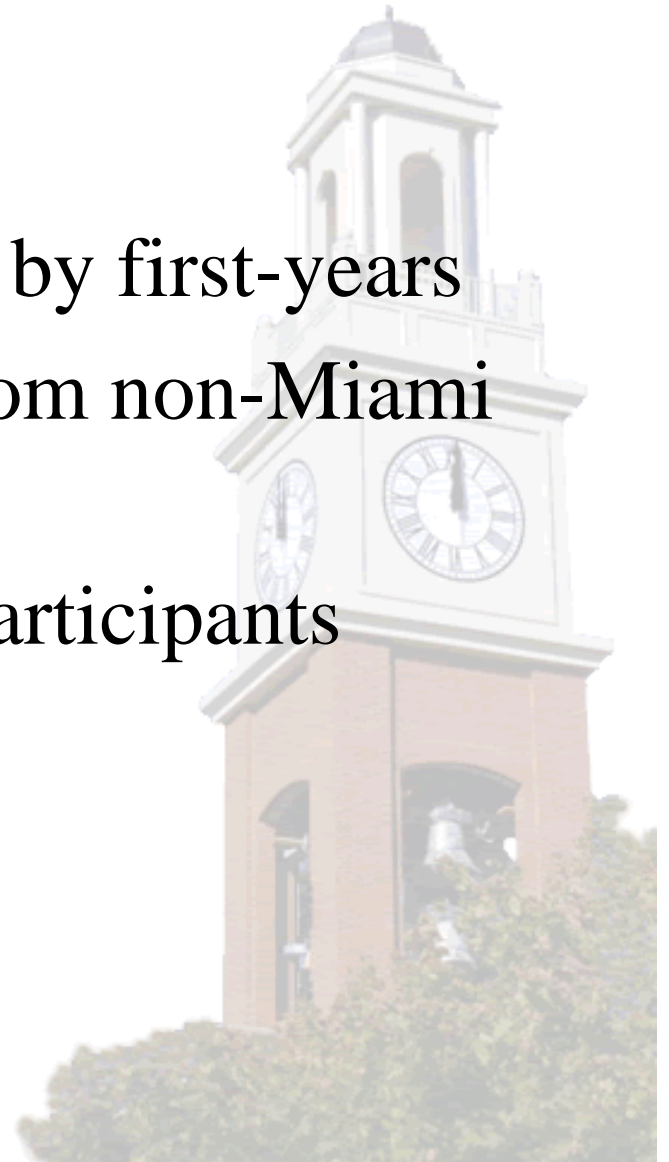
Deployment of Prototype





Beta Testing

- Two divisions encouraging use by first-years
- Additional classes switching from non-Miami resources
- Incentives to be raffled off to participants





Status

- 113 students in 42 majors / 3 divisions
- Incentive being offered for successful participation
- Target audience: ~600 students





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In the Future...

Planned Developments





Challenges

- Resistance to anything mandatory
- Buy-in from all segments of community
- Overlap with other tutorials





Models for Implementation

- Require completion prior to course registration
- 100 level courses require
- Graduate students ???





Questions

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