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**AAG
CHAT** 

**LET'S PUT THE CULTURE
BACK IN AGRICULTURE!**

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EXECUTIVE SUMMARY

CAPSTONE PROJECTS ARE THE ULTIMATE TESTAMENT TO WHAT SOMEONE HAS LEARNED. WHEN I REALIZED WE HAD TO MAKE ONE THAT ENCOMPASSES SEVERAL OF THE SKILLS WE HAD PICKED UP REGARDING EMERGING MEDIA, I WAS DEADSET ON CREATING SOMETHING RELATED TO AGRICULTURE. GROWING UP ON A FARM MEANT THAT I HAVE BEEN AROUND IT MY ENTIRE LIFE, BUT UP UNTIL CAPSTONE, I HAD NEVER THOUGHT OF A WAY I COULD CONTRIBUTE TO IT. HAVING A BACHELOR'S DEGREE IN AGRICULTURAL COMMUNICATIONS MEANS THAT I KNOW HOW TO GET INFORMATION ABOUT FARMING OUT TO THE PUBLIC IN A WAY THEY CAN UNDERSTAND. THAT, COUPLED WITH WHAT I HAVE LEARNED DOING WITH NEW MEDIA CERTIFICATE AND THE EMERGING MEDIA MASTERS, MAKES ME THE PERFECT PERSON TO HOST AG CHAT.

AG CHAT IS THE PODCAST WHERE WE CLOSE THE KNOWLEDGE GAP BETWEEN THE AVERAGE CONSUMER AND THE AVERAGE PRODUCER BY DEBUNKING COMMON MISCONCEPTIONS OF AGRICULTURE. I AM THE SOLE MEMBER OF AG CHAT'S TEAM. I AM CREATING THIS PODCAST TO GIVE A VOICE TO THE FARMERS THAT DON'T HAVE ONE AND TO PUT THE CULTURE BACK IN AGRICULTURE!

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MY GOAL FOR CONDUCTING THIS RESEARCH IS TO MAKE SURE THAT MY PROGRESS IS ON PAR WITH WHAT IS EXPECTED. SINCE I AM DOING THIS PROJECT INDEPENDENTLY, I DO NOT RECEIVE FEEDBACK AS OFTEN AS OTHERS DO. I HYPOTHESE THAT THERE ARE A FEW THINGS I NEED TO WORK ON, LIKE STAYING MORE FOCUSED ON THE TOPIC AT HAND RATHER THAN GOING OFF ON A TANGENT. I HOPE TO UNDERSTAND HOW PEOPLE WITHOUT AGRICULTURAL EXPERIENCE RECEIVE AG CHAT, WHAT I HAVE DONE WELL, AND WHAT I COULD IMPROVE ON.

I WILL USE THE RESULTS FROM MY TESTING TO MAKE SURE THAT I AM AN EFFECTIVE PODCAST HOST. I HAVE BEEN AROUND AGRICULTURE MY ENTIRE LIFE, SO I MIGHT NOT REALIZE I AM USING JARGON OR NOT ANSWERING A QUESTION THOROUGHLY. THESE TESTS WILL SHOW ME WHAT MY LISTENERS THINK OF A PODCAST THAT DEBUNKS COMMON MISCONCEPTIONS OF AGRICULTURE AND, IF I AM CORRECTLY RELAYING THE INFORMATION TO THEM.

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METHODOLOGY

ROLES: I AM WORKING ON AG CHAT INDEPENDENTLY, WHICH MEANS I HAVE A LOT OF IRONS IN THE FIRE. AS AG CHAT'S ONLY MEMBER, I AM RESPONSIBLE FOR SCHEDULING AND CONDUCTING INTERVIEWS, TAKING NOTES ON THOSE INTERVIEWS, AND ALL OF THE BRANDING INVOLVED. ONE OF THE TOOLS THAT HAVE ALLOWED ME TO STAY BALANCED WITH THESE ROLES IS OTTER.AI. OTTER.AI TRANSCRIBES AUDIO IN REAL-TIME, OR I CAN UPLOAD THE AUDIO LATER. OTTER.AI ALSO HAS SORTING/STORAGE FUNCTIONS THAT MAKE STORING THE INTERVIEWS MUCH MORE ACCESSIBLE THAN OTHERWISE. OTTER.AI CAN BE USED WITH ZOOM TO RECORD MOBILE INTERVIEWS. THE SCHEDULING FUNCTION OFFERS A VERY STREAMLINED EXPERIENCE, MAKING THE ENTIRE PROGRAM VERTICAL.

SAMPLING: MY POPULATION IS PEOPLE WHO DO NOT HAVE ANY AGRICULTURAL EXPERIENCE OR BACKGROUND BUT UTILIZE MODERN MEDIA LIKE A PODCAST AND LEARN MORE ABOUT FARMING. MY POPULATION IS NOT LIMITED TO PEOPLE WHO ARE DISCONNECTED FROM AGRICULTURE BUT ANYONE INTERESTED IN FOOD SCIENCE AND SUSTAINABILITY PRACTICES.

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PERSONA 1: ROBERT IS A 21-YEAR-OLD PSYCHOLOGY MAJOR AT UGA. HE GREW UP IN PEACH TREE CITY AND THINKS THAT MILK COMES FROM A FACET LIKE WATER. ROBERT IS AN AVID PODCAST LISTENER REGARDLESS OF THE GENRE, BUT TRUE CRIME IS HIS FAVORITE. HE HAS RECENTLY SHOWN INTEREST IN FOOD SCIENCE AND ITS RELATIONSHIP WITH HIS MAJOR. WHY DO CERTAIN FOODS SELL WHEN PEOPLE KNOW HOW BAD THEY ARE? WHAT ARE SOME OF THE BUZZWORDS THAT CAN HELP EXPLAIN WHY PEOPLE BUY THE FOOD THEY DO? LUCKY FOR HIM, AG CHAT HAS ALL THE ANSWERS HE NEEDS.

PERSONA 2: AMELIA IS A 34-YEAR-OLD MOTHER OF 3 WHO HAS RECENTLY GONE BACK TO SCHOOL TO FINISH HER DEGREE ONLINE. SHE IS CONSTANTLY ON THE MOVE, BUT SHE WANTS TO RESEARCH HER GROCERIES BEFORE BUYING THEM, KNOWING HER CHILDREN ARE EATING RIGHT. READING DIFFERENT ARTICLES AND MAKING UP HER MIND IS TOO TIME-CONSUMING, BUT SHE NEEDS TO LEARN ABOUT HER FOOD. AMELIA LOVES TO LISTEN TO PODCASTS IN THE CAR WHILE SHE'S DRIVING FROM BALLGAME TO BALLGAME, SO THAT'S THE MEDIUM THAT HAS THE BEST CHANCE OF CATCHING AND KEEPING HER INTEREST.

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TO RECRUIT ENOUGH SUBJECTS, I WILL ASK PEOPLE I KNOW WHO LACK A BACKGROUND IN AGRICULTURE TO HELP ME WITH MY CAPSTONE PROJECT. I WILL PREFACE THAT THEY SHOULD NOT HAVE ANY EXPERIENCE IN AGRICULTURE BEFORE CONDUCTING MY RESEARCH TO ENSURE THAT MY SAMPLE IS REPRESENTATIVE OF MY POPULATION. I WILL ALSO ENSURE THEY ARE INTERESTED IN PODCASTS, SUSTAINABILITY, OR FOOD SCIENCE. THE ONLY THINGS THAT MIGHT NEED A LEEWAY ARE THE AGE OF THE PARTICIPANTS. MY SAMPLE WOULD MEET IN GRADY OR THE MLC IF THEY ARE ABLE AND ZOOM IF NOT. ONE OF THE CHALLENGES I EXPECT TO FACE IS GETTING PEOPLE TO GIVE MY PODCAST A SHOT. THERE ARE A LOT OF PODCASTS OUT THERE, SO MY MAIN CONCERN WOULD BE RELAYING HOW AG CHAT IS DIFFERENT BY HIGHLIGHTING THE UNIQUE FEATURES LIKE OUR ACCOUNTABILITY AND PROFESSIONALISM.

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TESTING INSTRUMENTS

HI _____. MY NAME IS WOODROW SMITH, AND I WILL BE WALKING YOU THROUGH THIS SESSION TODAY.

BEFORE WE BEGIN, I HAVE SOME INFORMATION FOR YOU, AND I'M GOING TO READ IT TO MAKE SURE THAT I COVER EVERYTHING.

YOU PROBABLY ALREADY HAVE A GOOD IDEA OF WHY I ASKED YOU HERE, BUT LET ME GO OVER IT AGAIN BRIEFLY. I'M ASKING PEOPLE TO LISTEN TO A PODCAST THAT I AM WORKING ON TO SEE WHETHER IT WORKS AS INTENDED. THE SESSION SHOULD TAKE ABOUT 45 MINUTES.

I WANT TO MAKE CLEAR RIGHT AWAY THAT WE'RE TESTING THE EPISODE, NOT YOU. YOU CAN'T DO ANYTHING WRONG HERE. IN FACT, THIS IS PROBABLY THE ONE PLACE TODAY WHERE YOU DON'T HAVE TO WORRY ABOUT MAKING MISTAKES.

AS YOU LISTEN, I'M GOING TO ASK YOU AS MUCH AS POSSIBLE TO TRY TO THINK OUT LOUD: TO SAY WHAT YOU'RE HEARING, WHAT YOU'RE TRYING TO DO, AND WHAT YOU'RE THINKING. THIS WILL BE A BIG HELP TO US.

ALSO, PLEASE DON'T WORRY THAT YOU'RE GOING TO HURT MY FEELINGS. I'M DOING THIS TO IMPROVE THE EPISODE, SO WE NEED TO HEAR YOUR HONEST REACTIONS.

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IF YOU HAVE ANY QUESTIONS AS WE GO ALONG, JUST ASK THEM.

I MAY NOT ANSWER THEM RIGHT AWAY SINCE WE'RE INTERESTED IN WHAT PEOPLE THINK WHEN THEY DON'T HAVE SOMEONE SITTING NEXT TO THEM TO HELP. BUT IF YOU STILL HAVE ANY QUESTIONS WHEN WE'RE DONE, I'LL TRY TO ANSWER THEM THEN. AND IF YOU NEED TO TAKE A BREAK AT ANY POINT, JUST LET ME KNOW.

YOU MAY HAVE NOTICED I AM RECORDING. WE'RE GOING TO RECORD WHAT HAPPENS ON THE SCREEN AND OUR CONVERSATION. MY PROFESSORS AND I WILL ONLY USE THE RECORDING TO HELP US FIGURE OUT HOW TO IMPROVE THE EPISODES, AND IT WON'T BE SEEN BY ANYONE EXCEPT THE PEOPLE WORKING ON THIS PROJECT AND OUR INSTRUCTORS. AND IT HELPS ME BECAUSE I DON'T HAVE TO TAKE AS MANY NOTES.

IF YOU WOULD, I WILL ASK YOU TO SIGN A CONSENT FORM FOR US. IT JUST SAYS THAT WE HAVE YOUR PERMISSION TO RECORD YOU AND THAT THE RECORDING WILL ONLY BE SEEN BY THE PEOPLE WORKING ON THE PROJECT AND OUR INSTRUCTORS.

DO YOU HAVE ANY QUESTIONS SO FAR? OK. BEFORE LISTENING TO THE FIRST EPISODE, I'D LIKE TO ASK YOU JUST A FEW QUICK QUESTIONS. FIRST, WHAT'S YOUR OCCUPATION? WHAT DO YOU DO ALL DAY?

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NOW, ROUGHLY HOW MANY HOURS A WEEK ALTOGETHER— JUST A BALLPARK ESTIMATE— WOULD YOU SAY YOU SPEND USING THE INTERNET, INCLUDING LISTENING TO MUSIC OR PODCASTS? AND WHAT'S THE SPLIT BETWEEN MUSIC AND PODCASTS—A ROUGH PERCENTAGE?

WHAT KIND OF PODCAST DO YOU TYPICALLY LISTEN TO? DO YOU HAVE ANY FAVORITE PODCASTS? OK, GREAT. WE'RE DONE WITH THE QUESTIONS, AND WE CAN START LOOKING AT THINGS.

FIRST THINGS FIRST, I'D LIKE YOU TO FILL OUT THIS PRE-TEST SURVEY. AFTER ABOUT 1 MINUTE, I'M GOING TO ASK YOU TO TELL ME WHAT YOU MAKE OF IT: WHAT STRIKES YOU ABOUT IT, WHOSE PODCAST YOU THINK IT IS, WHAT YOU CAN DO HERE, AND WHAT IT'S FOR. JUST LOOK AROUND AND DO A LITTLE NARRATIVE. JUST KEEP LISTENING UNTIL IT'S FINISHED. TRY TO THINK OF THINGS I COULD DO BETTER.

THANKS. NOW I'M GOING TO ASK YOU TO TRY DOING SOME SPECIFIC TASKS. I'M GOING TO READ EACH ONE OUT LOUD. I'M ALSO GOING TO ASK YOU TO DO THESE TASKS WITHOUT LOOKING AT THE TRANSCRIPTION FROM THE EPISODE. WE'LL LEARN MORE ABOUT HOW WELL THE PODCAST IS RECEIVED THAT WAY.

AND AGAIN, AS MUCH AS POSSIBLE, IT WILL HELP US IF YOU CAN TRY TO THINK OUT LOUD AS YOU GO ALONG [THINK ALOUD

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PROTOCOL IF APPLICABLE].

THANKS, THAT WAS VERY HELPFUL. DO YOU HAVE ANY QUESTIONS FOR ME NOW THAT WE'RE DONE? WONDERFUL!

I HAVE ONE LAST FAVOR TO ASK OF YOU. I'M GOING TO SEND YOU A LINK TO THE POST-TEST SURVEY. PLEASE FILL OUT THIS WITHIN 24 HOURS WHILE THIS SITE IS STILL FRESH IN YOUR MIND. AND THAT'S IT! THANK YOU FOR YOUR TIME.

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UX RESEARCH CONSENT FORM

PURPOSE

THE RESEARCHER WOODROW SMITH IS CONDUCTING A USABILITY STUDY TO EVALUATE THE DESIGN OF AG CHAT. THE RESULTS WILL BE USED TO HELP IMPROVE THE SITE DESIGN. THIS TEST IS BEING PERFORMED AS PART OF A SEQUENCE OF CAPSTONE CLASSES IN THE JRMC 8016E COURSE FOR THE EMERGING MEDIA MASTER'S ONLINE. THE STUDY WILL TAKE APPROXIMATELY 45 MINUTES.

PROCEDURES

AS A SUBJECT YOU WILL BE ASKED TO:

1. FILL OUT A PRE-TEST SURVEY.
2. COMPLETE A SERIES OF TASKS ON THE SITE WHILE BEING OBSERVED AND RECORDED.
3. COMPLETE POST-TEST SURVEY.
4. (INCLUDE ANY OTHER TESTING METHODS)

CONFIDENTIALITY AND VOLUNTARY PARTICIPATION

PARTICIPATION IN THIS USABILITY STUDY IS VOLUNTARY. THE DESCRIPTIONS AND FINDINGS WILL BE USED TO COMPILE A REPORT ABOUT THE SITE'S EFFECTIVENESS. HOWEVER, AT NO TIME WILL YOUR FULL NAME BE USED. WITH YOUR PERMISSION, I WOULD LIKE TO TAKE PHOTOS, VIDEOS, AND NOTES TO SHARE WITH FACULTY MEMBERS AT THE UNIVERSITY OF GEORGIA'S NEW MEDIA INSTITUTE; AS WELL AS OTHER EMERGING MEDIA MASTERS STUDENTS IN MY GROUP (IF APPLICABLE).

YOU ARE AT LIBERTY TO WITHDRAW YOUR CONSENT TO THE EXPERIMENT AND DISCONTINUE PARTICIPATION AT ANY TIME. IF YOU HAVE ANY QUESTIONS PLEASE CONTACT: WOODROW SMITH, (478) 357-0111 AND WOODROWSMITH88@GMAIL.COM. YOU CAN ALSO REACH OUT TO MY INSTRUCTOR, LEAH MOSS, AT LEAHMOSS@UGA.EDU.

BY SIGNING BELOW, YOU ARE INDICATING YOU UNDERSTAND THE INFORMATION ON THIS FORM:

PARTICIPANT SIGNATURE:

DATE:

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TASK TABLE

1. EXPLAIN MOST SURPRISING THING YOU LEARNED.
2. NAME 2 OF THE MEDIUMS AG CHAT IS AVAILABLE ON.
 - A) MAKE SURE TO FOLLOW AG CHAT ON AT LEAST ONE.
3. RECALL ONE OF THE MISCONCEPTIONS THAT YOU HEARD ABOUT BEFORE LISTENING.
 - A) WAS IT MENTIONED IN THIS EPISODE?
4. NAME ONE THING THAT COULD HAVE BEEN DONE BETTER.
5. MAKE SURE YOU QUESTION WHERE YOUR FOOD COMES FROM IF YOU DID NOT BEFORE.
 - A) WHY SHOULD YOU QUESTION WHERE YOU FOOD COMES FROM?
6. WEIGH THE PROS AND CONS OF EACH OPTION BEFORE BUY GROCERIES.
7. TELL OTHERS ABOUT AG CHAT!
 - A) WHAT DO YOU THINK THE BEST WAY TO SPREAD AWARENESS OF AG CHAT IS?
8. MAKE SURE TO LEAVE A RATING AND A REVIEW.
 - A) ARE YOU LIKELY TO LISTEN TO ANOTHER EPISODE?
9. CHECK OUT OUR WEBSITE/SOCIAL MEDIA.
 - A) WAS AG CHAT EASILY ACCESSIBLE TO YOU?
10. GIVE ONE PIECE OF ADVICE FOR FUTURE EPISODES.

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PRE-SURVEY INSTRUMENTS



12/7/21, 1:59 PM UX-RP (Pre-Test)

UX-RP (Pre-Test)

*** Required**

1. Do you have any preconceived notions toward agriculture? *

Mark only one oval.

Yes
 No
 Unsure

2. How prevalent do you think misconceptions of agriculture are? *

Mark only one oval.

1 2 3 4 5
Not common at all Extremely Common

3. Do you have any experience or a background in agriculture? *

Mark only one oval.

Yes
 No
 Maybe

4. What are your feelings toward agriculture? *

Mark only one oval.

1 2 3 4 5
Positive Negative

5. Why do you think you have that attitude? *

6. How often do you listen to podcast, if at all? *

Mark only one oval.

1 2 3 4 5
Not at all Very often

7. Podcast are useful and informative. *

Mark only one oval.

Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

12/7/21, 1:59 PM UX-RP (Pre-Test)

14 <https://docs.google.com/forms/d/1ZAD9GU0aQ6-8B1dNqEIN4C2hbb7L-aG8T9Ks/edit>

12/7/21, 1:59 PM UX-RP (Pre-Test)

8. How interested are you in learning about where your food comes from? *

Mark only one oval.

1 2 3 4 5
Not interested Very interested

9. I thought the product was easy to use. *

Mark only one oval.

Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

10. Sustainability is very important for food production. *

Mark only one oval.

Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

11. If so, please explain.

12/7/21, 1:59 PM UX-RP (Pre-Test)

12. What do you think of when you hear "industrial agriculture?"

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12/7/21, 1:59 PM UX-RP (Pre-Test)

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POST- SURVEY INSTRUMENTS



12/7/21, 2:21 PM UX-RP (Post-Test) 12/7/21, 2:21 PM UX-RP (Post-Test)

UX-RP (Post-Test)

*** Required**

1. Email *

2. Do you think a podcast is a good tool to address these misconceptions? *
Mark only one oval.
 Yes
 No

3. Did you learn something new from this episode? *
Mark only one oval.
 Yes
 No

4. How interesting was the topic? *
Mark only one oval.
1 2 3 4 5
Not interesting at all Very interesting

5. The episode had a clear direction and strong points. *
Mark only one oval.
 Strongly Disagree
 Disagree
 Neutral
 Agree
 Strongly Agree

6. Woodrow was a professional host. *
Mark only one oval.
 Strongly Disagree
 Disagree
 Neutral
 Agree
 Strongly Agree

7. Woodrow was a professional host. *
Mark only one oval.
 Strongly Disagree
 Disagree
 Neutral
 Agree
 Strongly Agree

8. How surprising was some of the content? *
Mark only one oval.
1 2 3 4 5
Not surprising Very surprising

13. If you answered yes, please leave their name/contact information. *

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9. What is something that could have been done better? *

10. Did this episode change your mind about anything? *
Mark only one oval.
 Yes
 No
 Somewhat

11. What is a future episode topic you would like to suggest? *

12. Do you know anyone that would like to be on Ag Chat? *
Mark only one oval.
 Yes
 No
 Maybe

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12/7/21, 2:21 PM UX-RP (Post-Test) 12/7/21, 2:21 PM UX-RP (Post-Test)

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STRONGLY DISAGREE NEUTRAL STRONGLY AGREE

1. I THINK THAT I WOULD LIKE TO USE THIS PRODUCT FREQUENTLY.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

2. I FOUND THE PRODUCT UNNECESSARILY COMPLEX.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

3. I THOUGHT THE PRODUCT WAS EASY TO USE.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

4. I THINK THAT I WOULD NEED THE SUPPORT OF A TECHNICAL PERSON TO BE ABLE TO USE THIS PRODUCT.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

5. I FOUND THE VARIOUS FUNCTIONS IN THIS PRODUCT WERE WELL INTEGRATED.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

6. I THOUGHT THERE WAS TOO MUCH INCONSISTENCY IN THIS PRODUCT.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

7. I WOULD IMAGINE THAT MOST PEOPLE WOULD LEARN TO USE THIS PRODUCT VERY QUICKLY.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

8. I FOUND THE PRODUCT VERY AWKWARD TO USE.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

9. I FELT VERY CONFIDENT USING THE PRODUCT.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

10. I NEEDED TO LEARN A LOT OF THINGS BEFORE I COULD GET GOING WITH THIS PRODUCT.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

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ANALYSIS

CALCULATING A SYSTEM USABILITY SCORE

- FOR EACH OF THE ODD NUMBERED QUESTIONS, SUBTRACT 1 FROM THE SCORE.
- FOR EACH OF THE EVEN NUMBERED QUESTIONS, SUBTRACT THEIR VALUE FROM 5.
- TAKE THESE NEW VALUES AND ADD UP THE TOTAL SCORE.
- MULTIPLY BY 2.5.
- RESULTS IN A SCORE OUT OF 100.

UNDERSTANDING THE SCORE

SCORE	
SCORE < 50	F. PRODUCT HAS MAJOR USABILITY ISSUES.
BETWEEN 50-70	OK, BUT STILL HAS ROOM FOR IMPROVEMENT.
SCORE > 70	A+! PEOPLE REALLY LIKE THE PRODUCT.

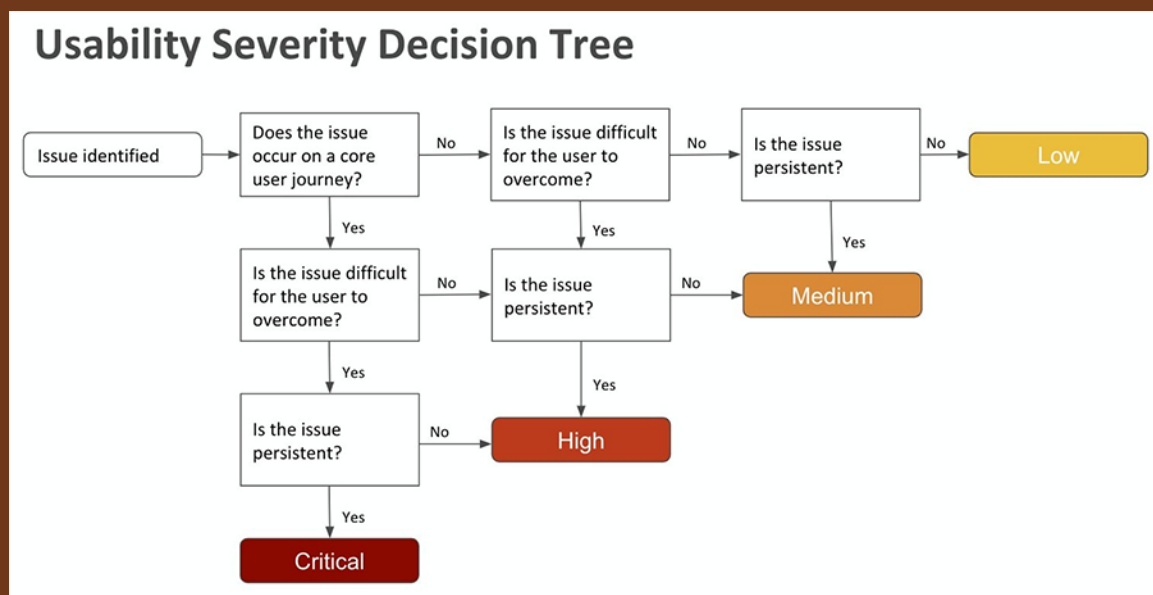
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PLAN FOR RESULTS

- **METRIC FOR MEASURING TASKS:** SINCE MOST OF MY TASK ARE RELATED TO HOW I MIGHT NEED TO IMPROVE ON MY SKILLS AS A HOST, A LOT OF IT CAN BE MEASURED MY USING THE SUS SCALE OR A SEMANTIC DIFFERENTIAL SCALE. SOME OF THE OTHER TASKS THAT I CAN CHECK ON WOULD BE SOCIAL MEDIA FOLLOWING MIGHT CHANGE AND I CAN DO THAT USING GOOGLE ANALYTICS. GOOGLE ANALYTICS ALSO HAS USEFUL TOOLS FOR TRACKING WEBSITE TRAFFIC AND BOUNCE RATES, WHICH ARE IMPORTANT EVEN THOUGH THEY ARE NOT THE MAIN FOCUS OF AG CHAT. GOOGLE PODCAST HAS TOOLS FOR SEEING HOW LONG PEOPLE LISTEN TO A PODCAST AND HOW MANY LISTENERS IT HAS GAINED OR LOST DURING SEVERAL PERIODS OF TIME.
- **METRIC FOR MEASURING SURVEYS:** BOTH MY PRE-TEST AND POST-TEST SURVEYS ARE GOOGLE FORMS, WHICH ARE VERY EASILY CONVERTED TO GOOGLE SHEETS FOR DISPLAYING RESULTS. IN ADDITION TO THE RESULTS PRESENTED ON THE SPREADSHEET, GOOGLE SHEETS WILL ALSO BE USEFUL FOR DISPLAYING THAT DATA AS DIFFERENT GRAPHS OR CHARTS. THIS WAY, I CAN MAKE SURE THAT THE PEOPLE LISTENING ARE INTERESTED IN AGRICULTURE OR SUSTAINABILITY BUT ALSO LACK AN AGRICULTURAL BACKGROUND.

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- **METRIC FOR MEASURING SUS: FOR THE SYSTEM USABILITY SCORE, I WILL BE USING THE METRIC PROVIDED BY THE LIKERT SCALE AFTER CALCULATING THE RESULTS BY USING THE FORMULA WE LEARNED IN THE UX RESEARCH MODULE.**
- **ISSUE CATEGORIZATION: I WILL USE THE SEVERITY RATINGS THAT RANGE FROM LOW, MEDIUM, HIGH, AND CATASTROPHIC (OR CRITICAL). YOU CAN SEE HOW I WILL CATEGORIZE EACH ISSUE BY USING THE DECISION TREE BELOW.**



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CHARACTERIZING RESULTS: IF ALL GOES ACCORDINGLY, AND I HAVE FEEDBACK THAT I CAN MAKE GOOD USE OF, I WILL BE ABLE TO IMPROVE MY SKILLS AS A PODCAST HOST AND GAIN MORE LISTENERS FOR AG CHAT. I WILL BE ABLE TO TAKE THE RESULTS OF MY SURVEYS AND TESTS AND DENOTE A LINK BETWEEN 2 RELATED FACTORS. THOSE RELATED FACTORS BEING THE AMOUNT OF FEEDBACK I GET AND THE IMPROVEMENTS I MAKE. I WILL COMMUNICATE MY RESULTS AS BEING CONNECTED TO WHAT I HAVE LEARNED AND WHAT I HAVE CHANGED THANKS TO THE SURVEYS AND TESTS.

SUMMARY

OVERALL, I AM HOPING TO BECOME A BETTER PODCAST HOST AND LEARN EVERYTHING I CAN FROM MY SAMPLED POPULATION ABOUT WHAT I NEED TO DO BETTER. LEARNING HOW OTHER PEOPLE, ESPECIALLY THOSE WITHOUT AGRICULTURAL EXPERIENCE, RECEIVE AG CHAT IS GOING TO BE CRUCIAL INFORMATION THAT WILL HELP ME IN THE LONG RUN. I WILL GET A CHANCE TO MAKE SURE I AM PITCHING THE RIGHT DEMOGRAPHIC AND TO ENSURE THAT AVID PODCAST LISTENERS ENJOY AG CHAT.

I AM VERY PLEASED WITH THE PROGRESS I HAVE MADE, ESPECIALLY SINCE I AM WORKING INDEPENDENTLY. I AM VERY

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PROUD OF THE WORK I HAVE COMPLETED AND LOOK FORWARD TO MAKING EVEN MORE PROGRESS SOON. CAPSTONE IS ABOUT TO BEGIN AND I AM READY TO SEE HOW MUCH I HAVE PROGRESSED AS A CONTENT CREATOR AND STUDENT. I THINK MY TEST AND SURVEYS ARE READY FOR THE REAL WORLD AND I CANNOT WAIT TO SEE HOW THEY PERFORM.