

project 2: protocols (20%)

Before you develop your own usable, accessible content, we will spend time discussing usability and accessibility issues of pre-existing digital texts. For your second project, you will create a collection of customized usability and accessibility testing steps and procedures. These steps and procedures—sometimes called protocols—are meant to guide usability and accessibility testing. Testing allows professional communicators to better understand how users (consumers and readers) experience the documents, software, digital tools, or manufactured products that we design.



"Dogbert the Product Designer" // Dilbert Comics

guidelines

- 1. usability testing protocol.** Based on the guidelines outlined by Krug, you will design the first protocol to evaluate the **usability** of most digital texts.
- 2. accessibility assessment protocol.** Based on accessibility principles (& the Web Content Accessibility Guidelines: <http://www.w3.org/TR/WCAG20/>), you will design the second protocol to evaluate the **accessibility** of most digital texts.

Each protocol should comprise a minimum of 15 generic (i.e., adaptable) questions to which specific project-related details can be added. The audience for these protocols are other usability and accessibility testing administrators seeking models for testing digital texts with real or simulated users.

Your two protocols should be submitted to Google Classroom as separate Google Docs. **Project 2 is due by class on Tuesday, 2-28.**