

Assignment 3: KAQF

CCT 693: Evaluation of Educational Change

Knowledge Claim	Resultant Action	Refining Question	Strategy to Find Out
It is difficult to find an electrician that you know meets your needs in advance. [<i>Assuming</i> you need an electrician 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?	(Same as above.)
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.	Provide features that augment conventional methods of finding an electrician.	How do people find electricians now?	
An online service should not be more complicated than conventional methods of finding an electrician.	Avoid introducing new levels of complexity; identify and eschew existing annoyances; implement features that users will find helpful.	Which aspects of the current method of finding an electrician are frustrating, 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 allow them to be successful? Can we find applicable examples from different industries, or websites more generally?	Patrol the Internet; ask friends for leads.
The website is for its user audience.	Design the website around the needs of the users.	Who is my audience?	(See top.)

