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CCT 693: Assignment 4A
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Evaluation Clock

- 0A The change (i.e., action, program, policy, curriculum, practice, treatment, difference, or other) whose effectiveness needs to be evaluated is: *the qualities people seek out in local area electricians and the methods they use to determine whether particular electricians meet these criteria.*
- 0B Interest or concern in effectiveness of the change arises because: *my friend is an electrician, and such knowledge could prove useful to him.*
- 1A The group or person(s) that sponsors the evaluation of the change is: *me.*
- 1B The people they seek to influence with the results are: *anyone who occasionally hires an electrician.*
- 1C The actions, decisions, or policies those people might improve or affirm concern: *more informed hiring.*

General Question

- 2A The comparison needed to evaluate the effectiveness of the change is between two (or more) situations—namely, a comparison of: *traditional (off-line) methods of finding an electrician and internet-based approaches.*
- 2B With respect to differences in the general area of: *trustworthiness, accuracy/integrity, and appropriateness of information.*

Specific Observables

- 3 To undertake that comparison, the effects of the change will be assessed by looking at the following specific variables(s) in the two (or more) situations: *to be determined.*
- 4 The methods to be used to produce observations or measurements of those variables are: *several mixes of short surveys with a quick, anecdotal questionnaire.*
- 5A The people who will be observed/measured are: *willing strangers sampled at random.*
- 5B The observing/measuring will be done in the following places: *the shopping malls in Taunton, Brockton, Braintree, Cambridge, and Chestnut Hill.*
- 6 The observations/measurements will be **analyzed** to determine whether the two situations are significantly different in the following manner: *whether on-line methods can inspire the same levels of trust, integrity, usability, and visibility as traditional methods.*
- 7A Given that people who will interpret the analysis are: *me, and whoever else I can get to help me...*
- 7B The analysis will be summarized/conveyed in the following form: *a short report, information and site flow design charts, mock-up site design, and*

other deliverables from information architecture.

Conjectured Results

- 8A The results show that what has been happening is: *people largely ignore qualities in a electricians outside of price.*
- 8B This will be reported through the following outlets: *the course wiki.*
- 9 What has been happening is happening because: *clients are often one-time buyers of electrical services (or require such services so infrequently that they are effectively one-timers) so that they do not know which questions to ask, nor do they have a forum which allows them easily to find the answers. In their ignorance, they use price as a fuzzy, indirect measure of other qualities—the higher the price, the “better” an electrician must be. Given a (perhaps ill-defined and unarticulated) threshold price, clients seek out electricians who satisfy and minimize their metric. However, price and other qualities (e.g., professional attitude, timeliness, flexibility in schedule) do not necessarily correlate in an obvious manner.*
- 10 The lessons learned by sponsors of the evaluation are that: *because the targeted audience require electricians so infrequently, it is difficult to maintain a community of users who will provide as much information to the site as they intend to consume. Reviews, at least initially, need to be polled in a more proactive fashion. I cannot leave it up to the kind strangers to fill my site with content.*
- 11 What the sponsors should now do differently is: *create another set of surveys which ask exclusively for anecdotal reviews of previous electrical work, which can then be published to the site before its going opening.*