

Texas Southmost College



TEXAS SOUTHMOST
C O L L E G E

Signature Assignment Report

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How to Create a Facebook Page for Your Business

Prepared for

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Introduction to Test

Abstract

The creation of instructions for how to create a facebook page is to help business owners expand and advertise their business to an open and free platform on Facebook. The document will cover the process of creating instructions on how to create a facebook page for your business. The method used to determine the efficiency, clarity and simplicity was the usability test. A lot of work went into the creation of the instructions, the test plan, and the report. It took about five days to put together a concise and accurate report, the instructions one week and the test plan as well. Several people were tested using the instructions on camera to validate the instructions effectiveness, clarity and simplicity on report. All of whom ranged from the age of 19 to 42. The production of these documents took 3 weeks total to complete.

Executive Summary

On this signature assignment report it is introduced the Memo for the proposal of creating a facebook page to patronize or promote a business. In this memo the Problem Statement consists of testing the usability of the set of instructions for the tutorial. A usability test will be conducted to analyze the performance of the users in order to improve the quality of the instructions. Thus correcting the instructions to the given feedback. Entrepreneurs and new business ownerships are identified as the primary community for this project. Most of these people rely heavily on advertising for their business success, and by creating a facebook page that success is guaranteed. Moreover, a call to action is introduced in the conclusion for the instructor to approve the project.

A Background is introduced to identify the crucial impact that facebook has on today's world. A series of reasons are explained on how facebook is the perfect platform for a business page; Millions of people are connected on a daily basis, knowledge and news are spread easily around the world within minutes, and the best part is that creating a page is completely free with no secret fees.

During the Usability test there were different methods put into practice to ensure that the best possible feedback could be obtained. First the user profiles for the usability test have to be identified; most of the contestants had background knowledge of facebook and were in the ages between 18-30 years. The test can be applied to people up to 80 years of age. However due to COVID-19 most of the host had to use relatives (brothers, cousins) available at home to perform the test. Several scenarios were tested to ensure that the set of instructions were efficient no matter the circumstances. It was later presumed that such factors made little to almost no difference on the final results. The task was simple enough where the instructions were given and no aid was given to the performer, thus in the meantime the host will analyze their observations.

The Data after completion of the Usability Test was then analyzed. There were almost no questions asked during each test, indicating that the instructions were simplified enough and clear to the user. All users were satisfied with their final outcome, and were asked to conduct the same task without the instructions. This was conducted to test their memorability, and learnability acquired from the tutorial. It was a success, with no errors found by the users.

The Results were overall positive and confident. Minor changes were made to the set of instructions to make the tutorial more meaningful and satisfactory to the users. Some of these changes included a brief explanation of what each step did and what was it for. Most of the users seemed to memorize and later learn the steps for creating a facebook page. For this exact reason

it was later discussed in the group to make as little changes as possible without damaging the simplicity and integrity of the instructions.

The recommendations consisted of adding and changing minor details, such as clarifying what each step is trying them to accomplish. The fact that each instruction had a caption or screenshot made the users more satisfied as they completed each step. Giving them a feel of accomplishment and success after the task was completed.

It was then concluded that the test was successful enough to the point where each completion of the task took less than 10 minutes. Highlighting the simplicity and efficiency of each step encrypted in the tutorial.

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Memo

To: Ms. Santoy

From: Group 1

Date: March 12, 2020

Subject: Proposal for Creating a Facebook Page

This is a written proposal meant to help improve the reliability of the set of instructions by increasing its usability testing. On this report you will find the problem for our report, followed by a discussion of the community involved and the identification of the target audience. The discussion will also go into detail on specifically the target for this tutorial; from which community it comes and the needs required to take into consideration. Finally, it will also provide an explanation of how we will be working to help them.

Problem Statement

The main problem of this proposal is the reliability of this set of instructions. This will be addressed by applying the usability test. By using this method we shall be able to provide the user with a most satisfactory task. This means that the instructions will be efficient enough to a point where it will take less time to accomplish the task of creating a Business Facebook page.

Furthermore, the usability test will consist of identifying the errors implied in the tutorial. This will be fixed by testing the and review the instructions between each other. Depending on the clarity and directionness we will modify the instructions to favor the audience. We will also test it is satisfactory, are they happy with their final output? Are we missing any crucial information? Shall we add it?

Community

The community for creating a facebook page is business or brand owners. The instructions allow for any one owner to create a public platform on Facebook for which the brand can expand to new customers. The usability test will allow us to see what errors the users will tend to make on their first try. The task of creating a page has to be very simple for anyone to use because the target audience's education can range from no high school diploma to PhD. Thus all kinds of people have to be taken into consideration. Simplifying the process is the main goal of the usability test. Running several tests will allow kinks in the instructions to appear. Thus attention can be brought to those issues and solved.

Target Audience

The target audience is the creator of the set of instructions. First what needs to be done is a usability test in order to determine what errors may have been made when creating the set of instructions. They need to

be aware of who their target audience is when creating their instructions, and they need to improve on the specifics of each step. One main thing that needs to be taken into consideration is that all of the people who use these instructions may not be as knowledgeable on the subject as others. The way we can improve this is to conduct multiple tests and see how we can simplify this so everyone, no matter their skill level, can perform the task with ease.

Authorization/Conclusion

The main purpose of the usability test is to simplify the set of instructions to create a facebook page. It is essential for any business or brand owner to be able to advertise their business because they create jobs and move the economy forward. The United States economy depends on small business owners to generate wealth. If we can simplify the process of creating a platform for businesses then it should be our job to do so.

Background

With over 2.5 billion, Facebook places as the number one social network in the world. Due to this media people can connect with the world. Most people from the age of 15 to 90 have a Facebook. By creating a business page on Facebook, the user will be able to display their services, allowing the owner to increase advertisement for free. Thus, increasing the prosperity and demand of their business. The creation of the Facebook page will also allow the owner to increase their workforce. They can add jobs that need filling or services they need to keep their business going. Once they create the Facebook page, the business owner will no longer be tied to their location. Today's economy and society is backed using the internet and online shopping. If the business owner can get their products online it will increase their sales and profit, thus ensuring the continuity of the business. It is important that small businesses can continue prospering because the US economy depends heavily on the small business owner rather than the big corporations.

Methods

User Profile:

The user will be about the age of 18 and over. They will be new entrepreneurs who will want to expand their business. Most of the candidates were already introduced to Facebook, making the test process run more smoothly and easily.

Task:

The users were asked to create a facebook page for their business using the set of instructions provided. Most of the users had a facebook account already, after logging in they were instructed to follow the instructions for creating a business page. After Completion, they were asked for feedback in regards to the instructions that they were given to follow.

Scenario:

There were a total of 4 trials, two were conducted in a noisy environment with distractions in the background, while the other half took place in a control environment where the candidate could focus on their task. However, it seemed that the environment had little to no effect on the success of completion of the task. The time goal for completion was primarily set for under 20 minutes, however; all participants completed the task under 10 minutes.

Conducted Task:

They were given a device and a set of instructions to conduct the task. The host followed through by observing and analyzing the user's actions. No aid was given to the users, this helped identify sections of the instructions that required further improvements.

Data

Efficiency - During the test, little to no questions were asked

Satisfaction - User was happy with the overall outcome, the instructions were easy to follow and loved the end product.

Memorability - Off camera, the user retried the process without the instructions and were able to complete the same end product as the first.

Learnability - After the test was completed, the user decided to create several other pages. Each one of them were created by following the same procedure.

Errors - The instructions were clear and the user did not find or faced any errors on the test.

Results

Efficiency - Overall the set of instructions helped guide the user with little to no questions.

Satisfaction - As the steps were so simple, each user took less than 10 minutes to complete the task. They describe it as “short and easy” to complete.

Memorability - After completing the task, the user will memorize the steps. Thus no more instructions shall be needed in the future to fulfill the same task.

Learnability - After the test was conducted, the user was able to fully grasp the concept. Off camera the test was run once more without the use of notes and the task was able to be completed.

Errors- Little to no errors were committed when the test was run. The instructions were detailed enough for the user to understand what they were doing throughout each step.

Recommendations

First recommendation would be to highlight the important aspects of the instructions so that the reader and task taker is able to quickly input the commands that would facilitate the process.

The user of test 2 only had comments about the instructions and its simplicity. It was easy to read and follow. “Thanks to the pictures” she adds, “and Facebook’s organization of the page, it was a quick and

simple way to create the page.”

Expanding on each step would improve the accuracy of each step, and the user would be able to complete each step without hesitation or having to read it back two or three times to understand.

The final user did make suggestions on clarifying what some steps are asking them to accomplish. The proctor had to explain a few steps in order for the user to finish the task.

Conclusion

Overall, the tests were able to demonstrate that the test can in fact be completed by various test subjects as provided by the teammates. The test instructions seemed very detailed and allowed for all subjects to have a successful task completion. There are a few steps that could use some revision and the addition of overall detail.

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Test-Plan

Introduction

The main goal of this project is the creation of a Facebook page in order to promote a user's Business or Brand. This can ultimately be used by any person trying to promote any certain product, but this was designed to help those looking to expand their client base. This set of instructions require our user to be familiar with Facebook, basic functions of a computer, and they also need to have photos of their Business or brand. Like it was stated before, the purpose of this project is to help any person looking to promote their business or brand. This will help them accumulate a larger client base, thus raising sales.

Project Goals

The primary goal of this project is to help an individual create a Facebook page for their business or brand. This is a 20 minute process that can benefit the user greatly. It will help them promote their Business and it will also help them expand their client base. This project is primarily directed towards business owners, but it can be used by anyone looking to promote themselves as well. The background of the user can be current business owners or people who are looking to open a business. The creation of the page can be used to help grow your business or to promote it before its opening. This project will require the user to have access to a computer and the work done by the user will be very minimal. All that is required is for the user to insert their business information in the designated questions for the creation of their page.

Testing Goals

- Which one of the MEELS are you going to focus on for your test?
- Why did you choose that particular measure?
- What type of information do you think you will learn?
- How do you anticipate that information will help?

The Usability testing plan will go over the Efficiency of use of "Creating a Facebook page for your business". The reason the testing will go in depth for efficiency is people of all education backgrounds use Facebook. Opening a business does not require a degree nor a G.E.D. so the task has to be very simple. What we hope to achieve is an easy method for business to expand to new customers on a platform everyone uses, Facebook. The data we receive back from the users will help us to determine if the steps written were efficient for the user. Time will be recorded to measure the amount of time it will take the user to complete the task. Thus allowing us to pinpoint where the instructions can be simplified. The usability testing plan will also go over Satisfaction. The client or user has to feel they have completed the task well because it can affect their business. For example, if the user felt it was easy to create the

page then they will enjoy modifying it as well as work on it in the future. This means the user will not dread working on their business page and thus allow for more creativity on the page.

MEELS

- **Memorability** refers to the users ability to remember how to use the product. Usually testing for this measure involves giving the user the same tasks twice to determine if he remembers how to use the product. You can measure that they remember by not giving them any instructions the second time or timing the task to see if completion time was shorter.
- **Efficiency of use** refers to how quickly the user can accomplish with the product what he expected.
- **Errors** refers to the amount of errors, wrong turns, or times when the participant needed help. The assumption is that the participant will make the error because of a weakness of the product rather than a weakness of the participant himself.
- **Learnability** refers to the user's ability to learn aspects of the product.
- **Satisfaction** refers to the users feeling about the product. Satisfaction ratings are usually determined by conducting a post-test questionnaire or survey in which the participant is asked about his satisfaction with the product.

User Profile

Who are the users, what do they know, and what can they learn?

- What do users want or need to do?
- What is the general background of the users?
- What is the context in which the user is working?
- What has to be left to the machine? What to the user?

Scenarios and Task

- In this scenario, you're part of a small business who sells dresses and blouses and has just begun to gain more recognition in their community. However, they wish to expand at least to the regional level. They want to create a social network but they do not have the funds yet. Thankfully, Facebook offers the opportunity to create a free business page. You are to create this page for the business you work with.
- They will be required to create a page that categorizes with the business involved and what they sell. They will have to make it so that the page is friendly enough to be interacted with by the aimed audience and is also able to draw the attention of others.

Testing Materials

- **Notes:** The notes shall be taken on Google Docs, making it available to all team members. Thus this will decrease confusion between each other and increase efficiency on recollecting data.
- What software do you need installed on the computers?
- **Software:** The operation for creating a profile is minimum. Therefore no particular software is required. However, it is recommended to use Windows 10 or MacOS for Apple users.
- Will the user be using something during the test? The user will be using the powerpoint presentations prepared, or a set of printed instructions.
- **Device:** The user will conduct the test via a computer device or tablet. As long as the device has access to the internet the user might conclude the test.
- Can you think of any other materials which you need for the test?
- **Extras:** The user is required to have any accessibility to the internet. The test requires an online network, if there is no internet, there is no test.

Testing Protocol

- **Location:** There is no specific or required location for the test. Users will be able to conduct the test since the comfortability of their homes or at work. There will be a total of 4 users taking the test.
- **Schedule:** The test shall start by first guiding the user to how to open a facebook page. Then they will be introduced to the tools available to their disposal to create their page. As the final step, they will be able to visit their page to withhold their final product.
- **Strategy:** To obtain the most useful feedback as possible, we shall not aid the student on the test. We will not share any information or aid to the user related to the task. By doing this we shall be able to improve on our set of instructions and fix them for good. If we see that the user is showing no progress at all, as a last result we will aid him.
- **Questions:** To avoid any distraction or distortion to the user, we shall ask questions at the end of the test. This will give us an overall experience that the users had as they finish the test.
- **Results:** At the end we shall be able to have notes with feedback regarding which sections of the test were the most effective and harder to understand. We will also list the areas that shall need improvement or modification to make sure the user receives a greater satisfaction. We will also submit a survey with feedback from the users to understand the necessities that they required.

Test Notes

Jose Guerrero's Notes

Subject Name: Marco Guerrero

Age: 18

Program of Study: Biomedical

- The User was able to fulfill the set of instructions in less than 10 minutes.
- The user felt satisfaction with the final output.
- There was no aid provided to the user; the instructions were self explanatory,
- No questions were asked during or after the video.

Note: To avoid confusion, the user was provided with a printed set of instructions.

YouTube Video Link

<https://www.youtube.com/watch?v=VosKtJQodn8>

Jose Benavides' Notes

Subject Name: Sofia Garcia

Age: 19

Program of Study: Biology

- The user followed the instructions well
- User did mention the steps were self-evident and were easy to follow
- User does add that the reason for their errors were from unknown name to write as page header
- No questions were asked throughout the process

Note:

Youtube Video Link

<https://youtu.be/smLSBxaoGvQ>

Daniel Gutierrez's Notes

Subject Name: Caesar Gutierrez

Age: 21

Program of Study: Computer Science

- Test Subject was able to follow instructions thoroughly.
- Subject completed task in less than a minute.
- Subject felt accomplished after completing the task.
- The subject did not ask for assistance during the testing.
- The subject believes he can apply this experience to his future tasks.

Note: An internet connection was required to complete this task and printed instructions.

<https://youtu.be/5Nnm00pxM6I>

Armando Salinas Notes**Subject Name:** Armando Salinas Sr.**Age:** 49**Program of Study:** Business Management

1. Test subject did require some guidance therefore several steps needed improvement
2. Was a quick process even with the explanations needed
3. Subject did feel confident that with a few tweaks, it could work

Note: internet access is needed to complete this project and a set of notes were required

Youtube video link

https://m.youtube.com/watch?v=i_uKuKHE0Ug