

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.