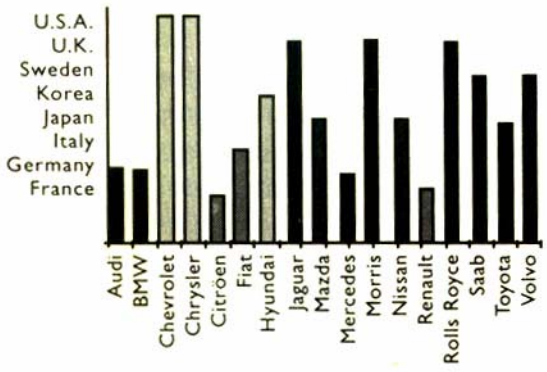
EDIT797 Problem Set #5

1. Microsoft Word includes a job aid called "Word mail merge: A walk through the process" in its help file. Evaluate this job aid according to the PCD process and determine if it is performance centered. If it is, provide evidence as to why (…that it adequately addresses the mail merge workflow needs of appropriate personas and includes just enough information at the time of need to support the mail merge process). If it is not performance-centered, propose a performance-centered alternative. You must be rigorous in your data collection and analysis, including testing the "walk through" with at least three (3) people who reflect a realistic persona. Use your classmates, family and friends!

2. There are a number of popular web sites for obtaining maps and directions, including http://www.mapquest.com, and http://mappoint.msn.com. How performance-centered are these systems? Specifically, you must answer the question, *Which one is more performance-centered than the other* (comparing the two cited here)? To answer, you must craft a data collection experiment to uncover significant performance issues and evaluate gaps by observing real instances of a primary persona. Use family, friends and classmates.

3. The following graph categorizes automobiles by the respective countries in which they are manufactured. Evaluate the graph for performance-centeredness with respect to its utility for auto shopping, given the persona wishes to choose based on the auto's country or origin. In the course of your evaluation, propose at least three (3) alternative representations. Also answer the following question: What would Edward Tufte say about the representation shown here?