NAME OF THE PROPOSED PROGRAM

The Professional Interview 4 Success

INSTRUCTIONAL GOALS/OBJECTIVES

This program will be a preparation tool for college seniors who plan to get a job with a large company after graduation. The purpose of this program is to create an interactive guide that will teach the user how to have a successful interview. This will also increase their chances of securing an offer of employment after graduation.

After viewing this tutorial, the user will learn to:

- construct an effective resume
- gather information about the job and the employer
- dress accordingly for the interview
- set the tone for a successful interview
- successfully answer, at least, 10 of the commonly asked questions in a formal interview
- write a formal thank you letter

The user will learn how to effectively present themselves to the interviewer by:

- being responsive
- listening to the interviewer
- being positive
- being professional

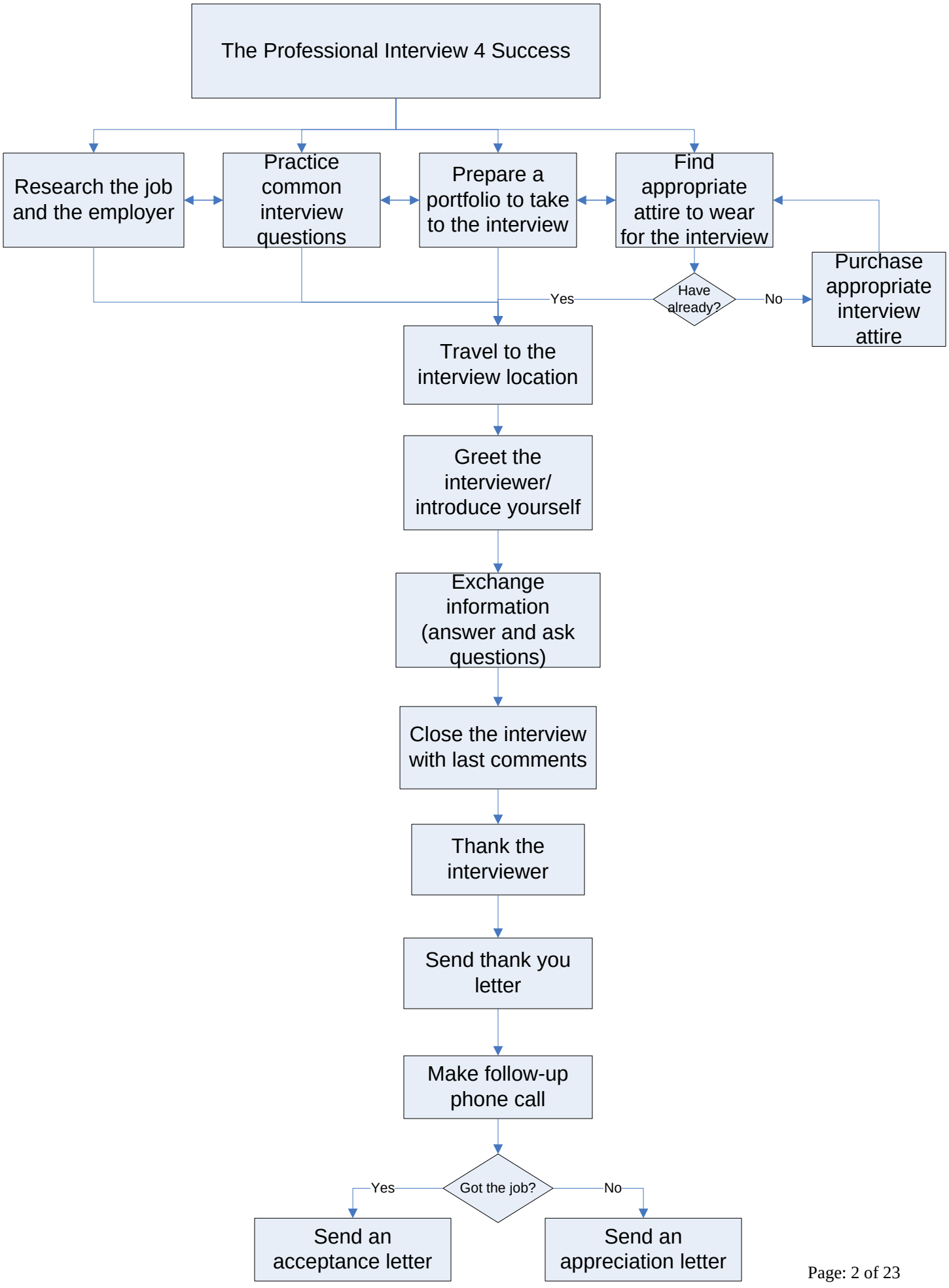
NEEDS ANALYSIS

This program will be a preparation tool for college seniors who plan to get a job after graduation. Most colleges already have a career center in place that assist students by giving them different guidelines, information and resources on planning for their career. However, these centers are missing the interactivity and flexibility of an actual training program that takes the user through the interview process, while being informative and interesting.

We believe that a dual-purpose Web based training application in the form of a TUTORIAL will be the most effective tool for this instruction primarily because it is more interactive and flexible as compared to the traditional in-class training method, and also because it can reach a wider audience. Users will be provided with immediate and consistent feedback and remediation, which will enable them to actually see the do's and don'ts involved in a successful interview.

In addition, ROI will be high for both the creators of the program (satisfaction of providing a program that will be able to reach a large audience base), as well as users of the program (the opportunity to learn more about giving a successful interview through an interactive, interesting and informational program).

Task Analysis



TARGET AUDIENCE

The intended audience for this program will be seniors in college who are planning to pursue a career after graduation.

Target Audience Assessment

A. Knowledge – This will be designed for students with and without prior knowledge of the INTERVIEW process. There are a lot of students who have knowledge of giving interviews. However, they do not know the basics of a **successful** interview, so this program will further inform and instruct on the *important* areas in giving a successful interview. Reading level will be above first degree level.
B. Physiological characteristics: - the target audience will be between the ages of 19 – 60 years of age, in generally good health. There will be 60% female and 40% males.
C. Affective Characteristics: - generally speaking the target audience will have a great interest in the program because they will need to use this program in order to give a successful interview, thus securing a good job after graduation.
D. Social Characteristics: - the target audience will consist of a multi-racial community because of the large percentage of international students at USF, as well as other universities throughout the country. However, the program will be in English, therefore students are expected to be able to read and speak English.
E. Tutorial will have a log-in page to differentiate gender and to track the progress of the users throughout the tutorial.

The design implications of the assessment of the target audience are:

- Culture – not all students speak English as a first language; students that use the program from other countries may not be able to relate to some of the information in the tutorial.
- Students with Disabilities are not accounted for in the program.
- Students may not have access to resources needed such as computer equipment etc.

RECOMMENDED INSTRUCTIONAL STRATEGY - TUTORIAL

We believe that a dual-purpose (information will be tailored to the gender of the user – Male or Female) Web based training application in the form of a **TUTORIAL** will be the most effective tool for this instruction primarily because it is more interactive and flexible as compared to the traditional in-class training method, and also because it can reach a wider audience. Also, it is easier to create than other instructional strategies such as: simulations or educational games, and we saw this as the best option given our time constraints. In addition, we believe that tutorials are one of the best tools that can teach, verify and reinforce the needed information through a process of constant interaction with the computer.

This tutorial will strive to provide sequenced, interactive materials to the user. The user will be engaged in direct and continual two-way communication with the computer. This tutorial will be designed with branching that allows the users to control the lessons by their choices and also permit the users to move through the program at their own rate, while reviewing previously

learned materials.

There will be high interactivity by incorporating questions at the end of each section. User responses will be required and judged, with appropriate feedback and remediation to confirm correct responses or incorrect responses, in order to ensure that users master the materials presented.

TYPES OF INTERACTION

Each section will have three questions that will test the user's learning of the materials presented in the various sections. The quizzes for each section will include questions that utilize these types of interactions: multiple choice, drag and drop, and hot spots. We thought that these were the best interactions to use primarily because we want to achieve a high level of interaction with users and the tutorial.

RECOMMENDED TESTING

In each section in this WBT tutorial, the user will be given the option to take a quiz. These quizzes will be a post-test that will be given to the user and **should** be taken after review of the sections. However, since this tutorial has high user control, the user can choose either to take the quizzes or not. Each section quiz will consist of three questions with varying degree of difficulty and will be based only on content in the respective section. Scores will not be calculated or stored for these quizzes. However, if the user takes the quiz a check mark will appear over the section tab to show that that specific section is complete.

In addition to the above post-test, we will conduct a usability study to assess the usability of this WBT tutorial. Assessment will come from the feedback given after a working prototype of the program is tested. Five college seniors from the University of South Florida will be asked to test a working prototype of the WBT tutorial. These five seniors were chosen because they are scheduled to graduate in December 2004 and plan to get a job with a large company after graduation.

Each user will be asked to fill out a questionnaire after they have gone through the prototype. This questionnaire will ask questions that relate to the usability of the tutorial. The answers to the questions will give the team members adequate feedback to assess the success of the program. The data collected through questionnaires can clarify issues related to the tutorial, and also provide a focus on what is needed for this tutorial to be successful.

HARDWARE DELIVERY ENVIRONMENT

The program shall be accessible to any user with a pc; the rationale for all the requirements listed below is because we are using Authorware for the quizzes in the tutorial and we believe that these are the minimum requirements needed to in order to effectively use this WBT tutorial.

PC hardware minimum requirements include:

500 MHz Processor

Windows 2000 Operating System

128 MB Memory (RAM)

300 MB Available hard drive space
Sound Card

For purposes of portability, and to support workstations without Web access, the program shall be delivered on disc media (CD-ROM).
The program will not include an online manual.

SOFTWARE DELIVERY ENVIRONMENT

- Program will include at least one still image, and text to illustrate the different stages that are necessary in conducting a successful interview.
- The program will not include audio;
- The program will include an integrated help function that will be a link to a pop-up window that describes the main navigation options in the tutorial.
- The program shall be viewable using a Web browser on a Windows platform (*based on minimum requirements stated in Hardware Delivery Environment*).
- The program web browser compatibility is limited to Internet Explorer 6 or better.
- The program shall be delivered in the English language.
- The program will track the user's name and store it so that if a user returns to the program, his past state would have been saved and he would be recognized as returning to the program. In addition, the sections will be checked as completed whenever the user has taken the quiz.

SOFTWARE AUTHORING AND DEVELOPMENT TOOLS

HTML, Macromedia FLASH, JavaScript, Macromedia Authorware, Adobe Photoshop, and Microsoft Word will be used to develop this program. HTML will be used for the core layout of the web site, also this will enable the web page to load quickly. JavaScript and Authorware will be used to achieve a high level of user interactivity. We will create the quizzes in Authorware because it is easier for the programmer to create interactions in Authorware than HTML. Flash and graphics will be used as "attention grabbers" for the users of the tutorial.

We want our WBT tutorial to be as interactive and interesting as possible, while maintaining functionality. Therefore, we believe that these will be the most effective authoring and development tools to use for what we are planning in our tutorial.

TEAM MEMBERS

Ray Leslie – Programmer/Graphic Artist
Samantha Lopez – Instructional Designer
Andrea Rudon – Project Manager

The Subject Matter Experts (SMEs) are not a part of our team. These people are professionals who work in the career center at USF. They will be providing most of the information for this

tutorial. Other outside sources that will be utilized consists of various websites that outlines the interview process, as well as videos highlights the interview process.

CMI APPROACH

There will be a sign on procedure when the user initially enters the program. The user will be asked to login to the program by entering their name and gender. Both options need to be done or else the user will be restricted from entering further into the program. The user's name will be tracked so that the user's name is displayed on the home page of the program. Also, whenever the user login to the program for a second time, the program will display "welcome back" next to the user's name. In addition, upon completion of the quizzes in each section, the section tab will be checked off to signify completion of that specific section. Scores on quizzes will not be stored or tracked.

TIMELINE FOR COMPLETION OF THE PROGRAM

Time Table (weekly)

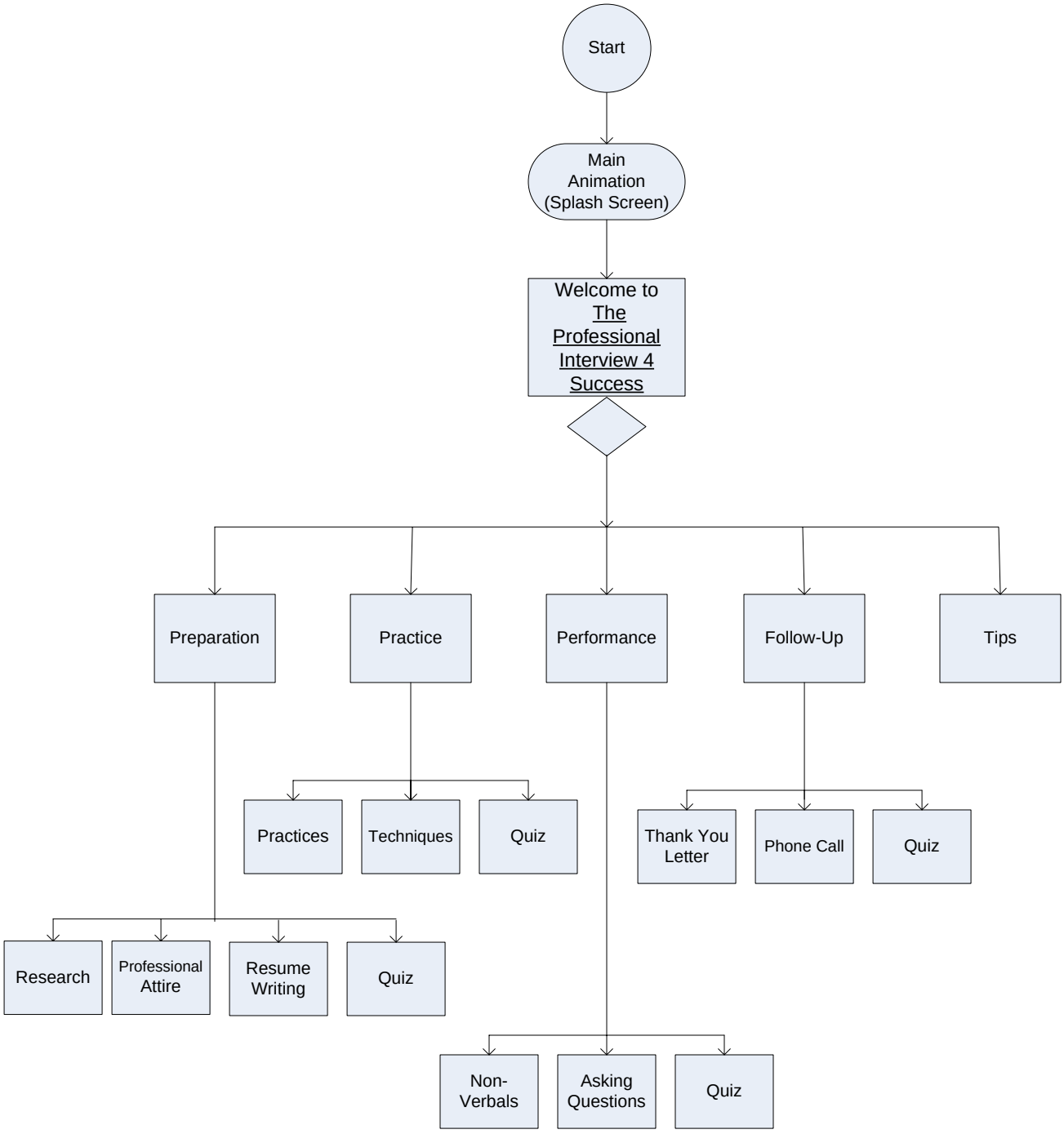
	PROCESS	Oct	November				December	
		4	1	2	3	4	1	2
Analysis	• Conduct Needs Assessment • Prepare Audience Assessment • Specify Content • Specify Instructional Objectives • Select Authoring Systems • Select Delivery Systems • Prepare Project Costing • Prepare Project Timetable • Plan Evaluation Strategies							
Design	• Specify Instructional Interactions • Screen Design • Flowcharting • Create Storyboard Specifications • Format Screens							
Development	• Write Program Code • Author Interactions • Prepare and Edit Text • Create Graphics • Edit Audio and Video • Assemble the parts of the program • Test program • Make Revisions/Corrections • Burn on CD-ROM							
Evaluation	• Conduct Formative Evaluation • Do a Beta Test of the program • Revise program if necessary							

***Evaluation will be conducted at each stage (Analysis, Design, Development, Evaluation).**

COST ESTIMATE

Phase	Labor	Hours	Cost/Hr	Total
ANALYSIS	Project manager	15	100	$ 1,500
	Sr. Designer	20	80	$ 1,600
	Graphic Artist	5	60	$ 300
	SME	0	0	$ -
Sub-total		**40**		**$ 3,400**
DESIGN	Project manager	6	100	$ 600
	Sr. Designer	24	80	$ 1,920
	Programmer	20	70	$ 1,400
	Graphic Artist	10	60	$ 600
Sub-total		**60**		**$ 4,520**
DEVELOP	Project manager	6	100	$ 600
	Sr. Designer	12	80	$ 960
	Programmer	28	70	$ 1,960
	Graphic Artist	14	60	$ 840
Sub-total		**60**		**$ 4,360**
EVAL/IMPLEM.	Project manager	8	100	$ 800
	Sr. Designer	6	80	$ 480
	Programmer	20	70	$ 1,400
	Graphic Artist	6	60	$ 360
Sub-total		**40**		**$ 3,040**
ODCs				2000
Total		**$ 200**		**$ 17,320**

HIGH LEVEL FLOWCHART



LOW LEVEL FLOWCHART 1 of 7

Fig 1

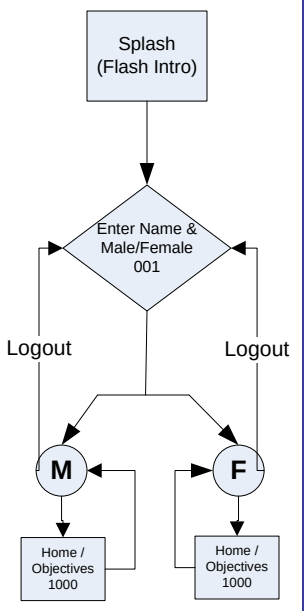
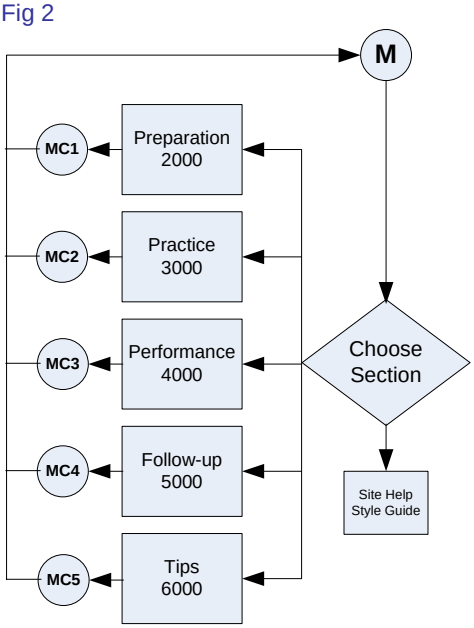


Fig 2



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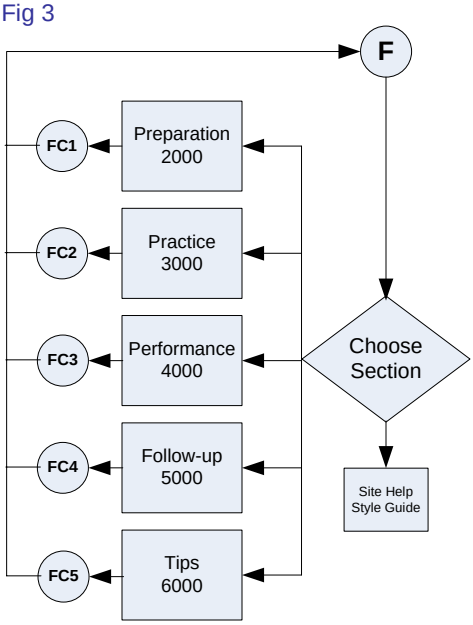
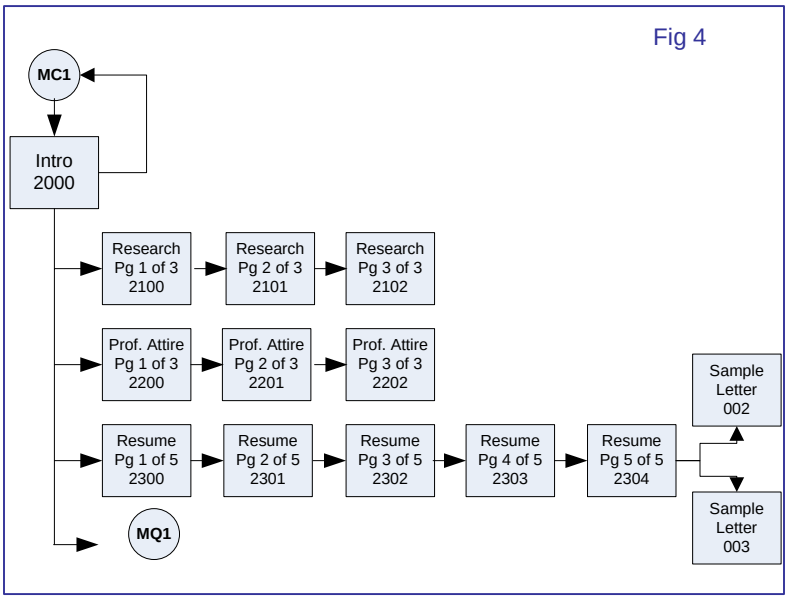


LOW LEVEL FLOWCHART 2 of 7

Fig 4



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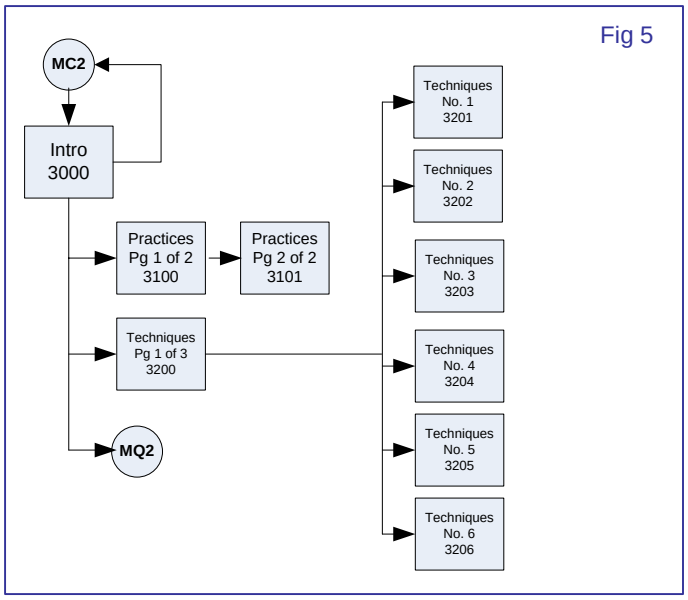

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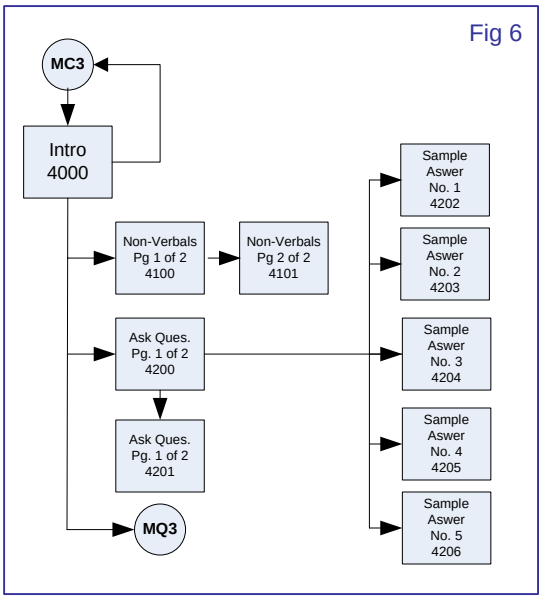

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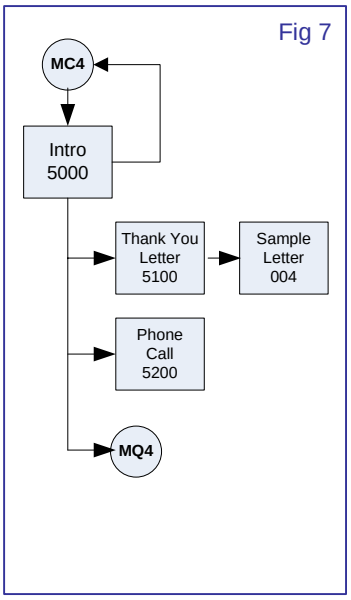

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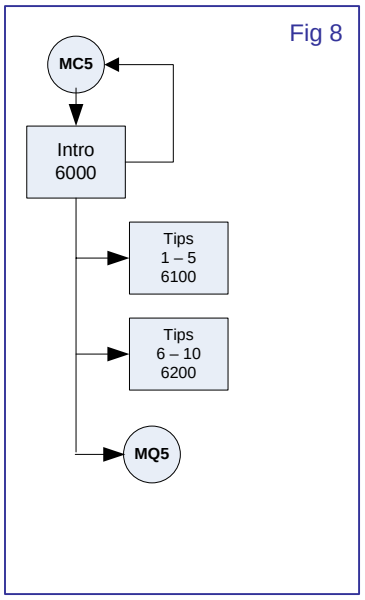
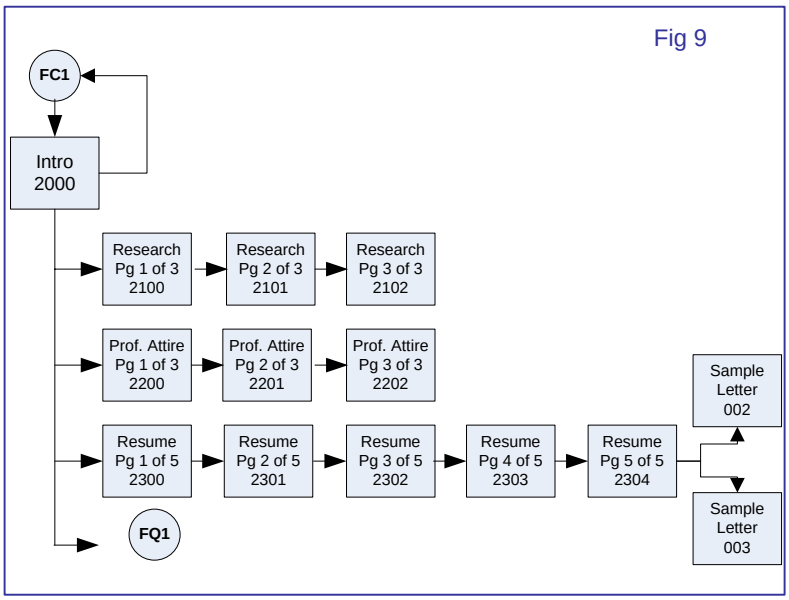


LOW LEVEL FLOWCHART 3 of 7

Fig 9



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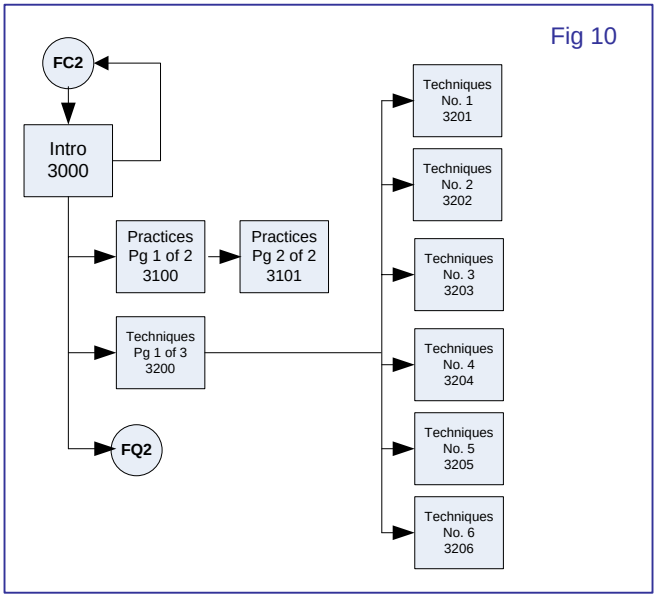
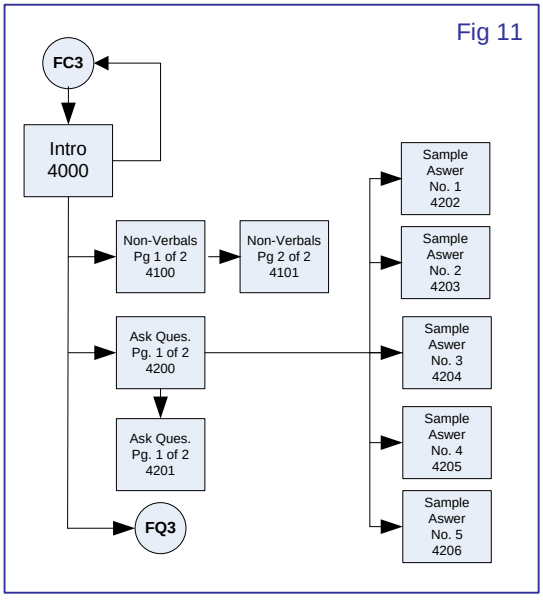


Fig 11



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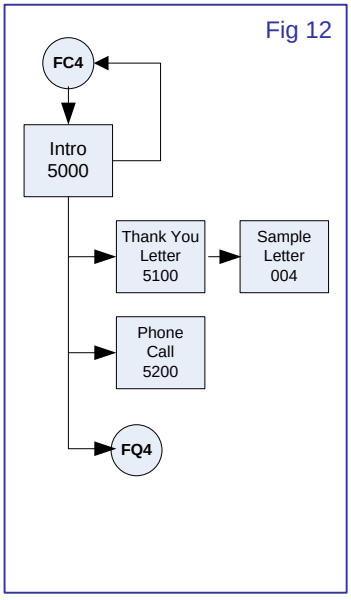


Fig 13

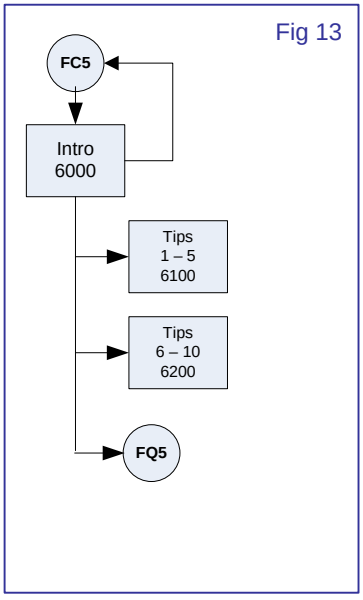


Fig 14

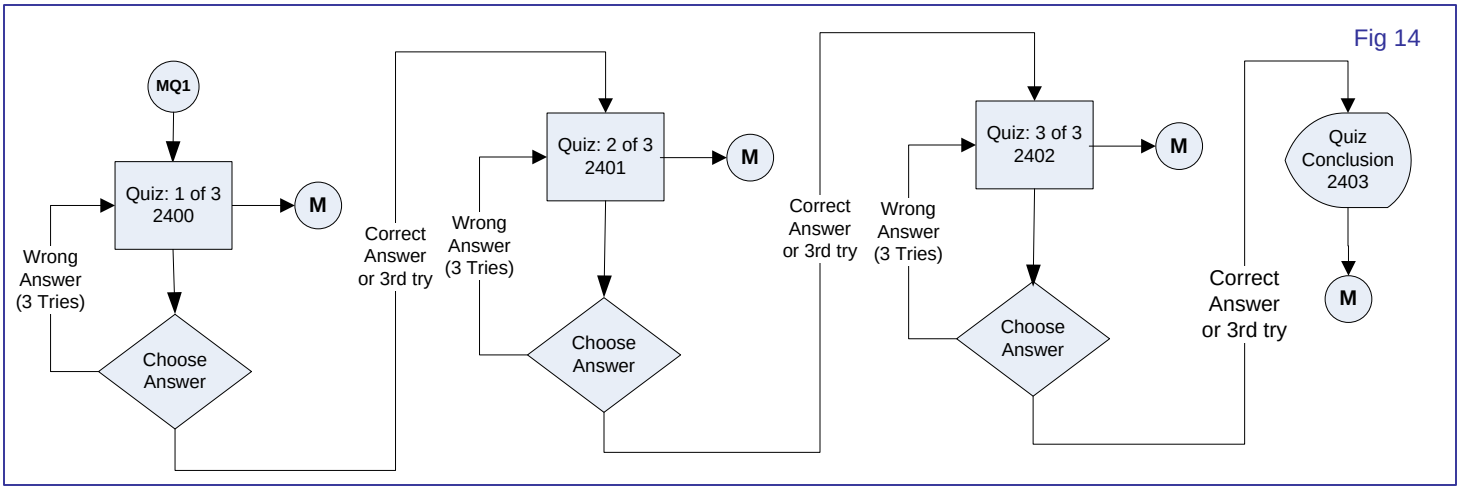


Fig 15

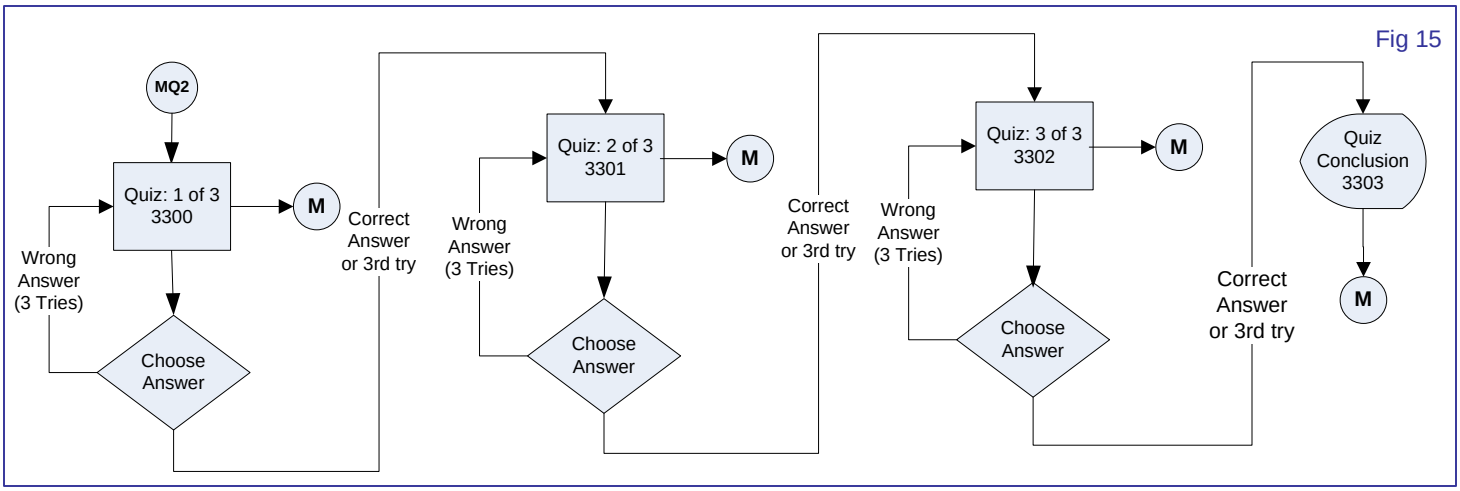
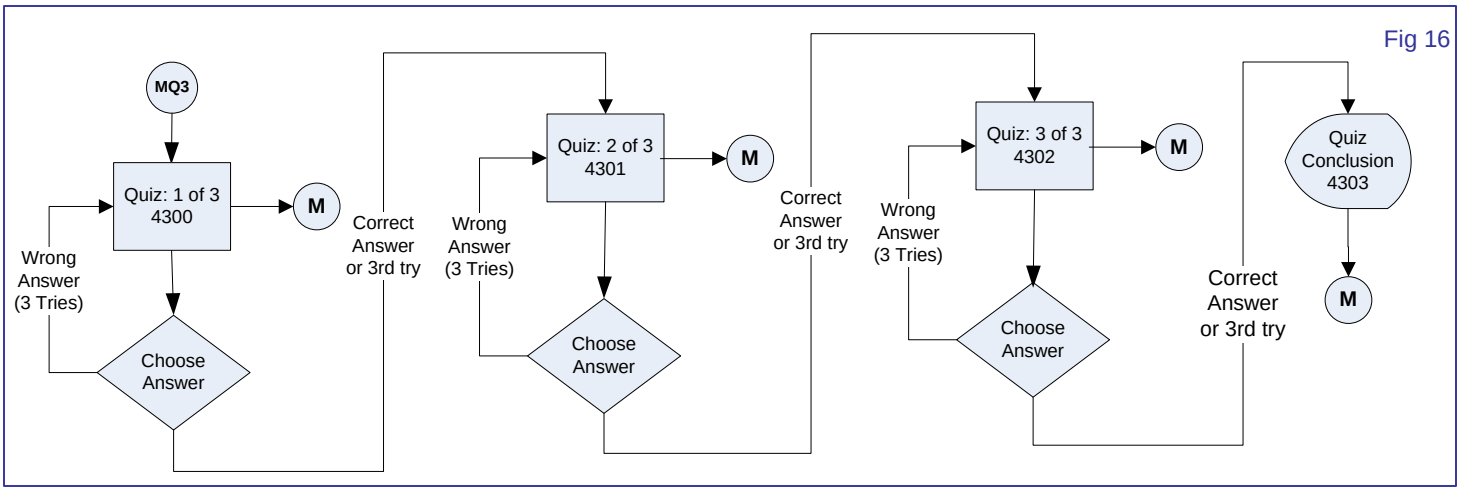


Fig 16



LOW LEVEL FLOWCHART 5 of 7

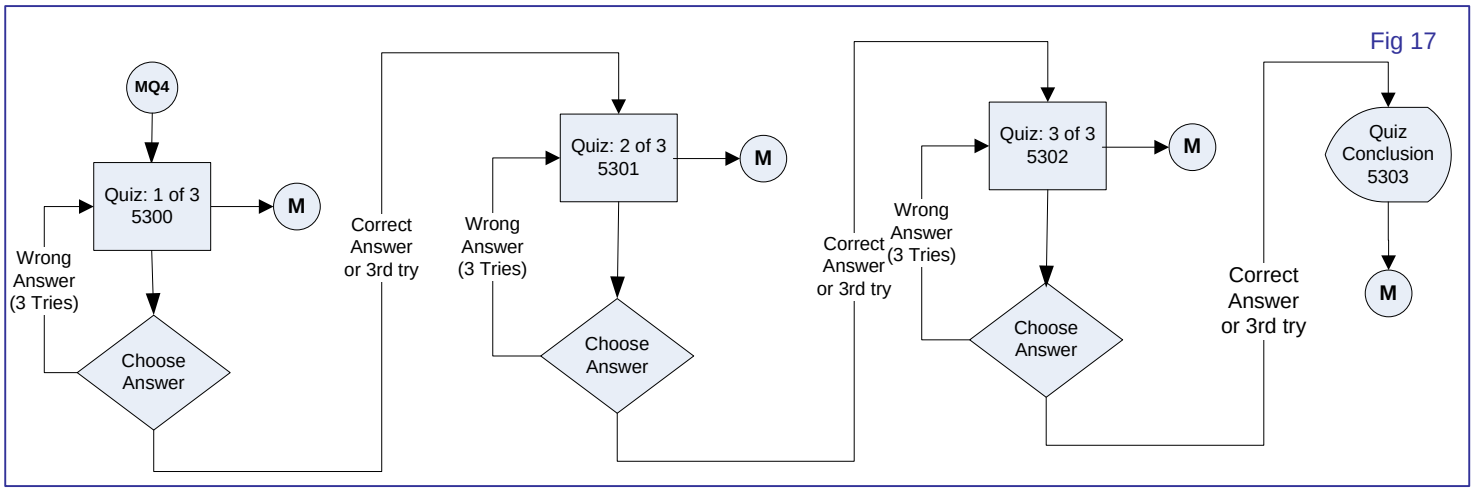


Fig 17

Fig 18

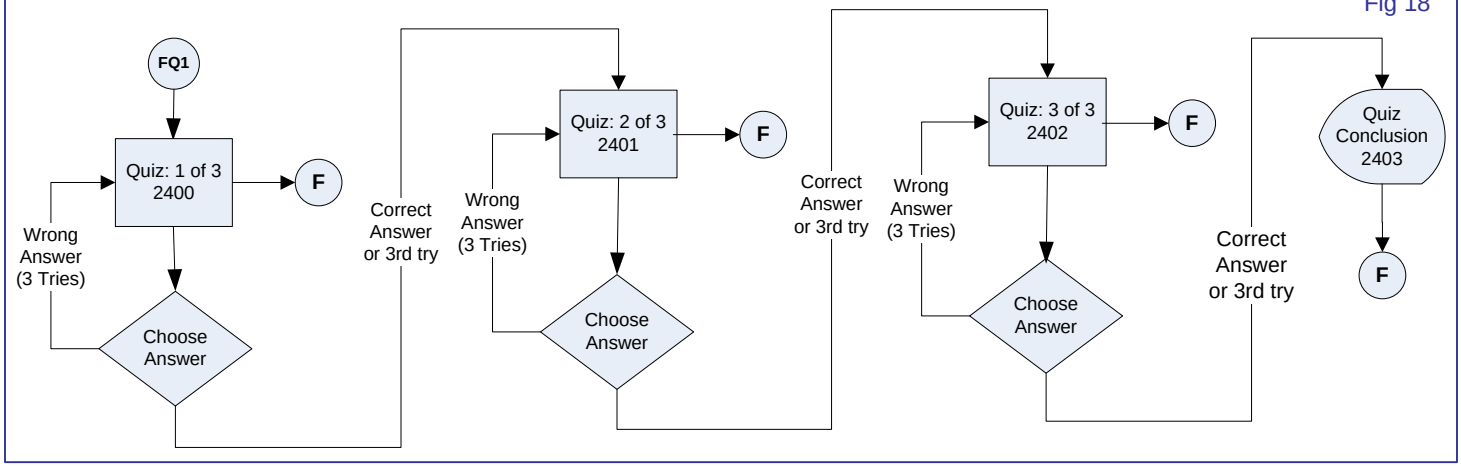


Fig 19

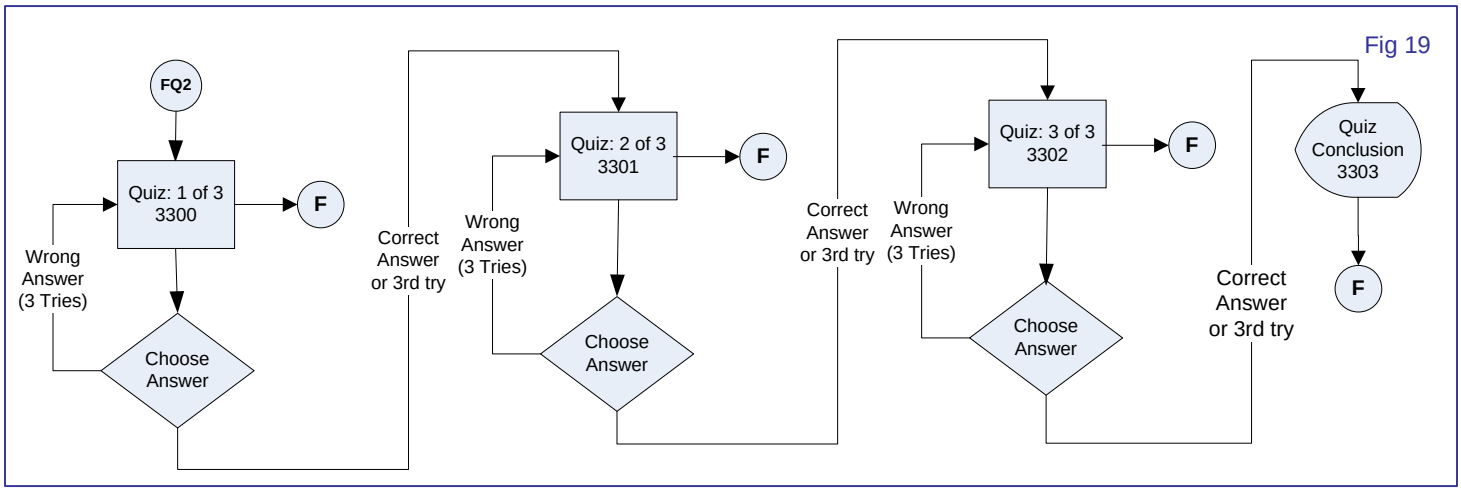
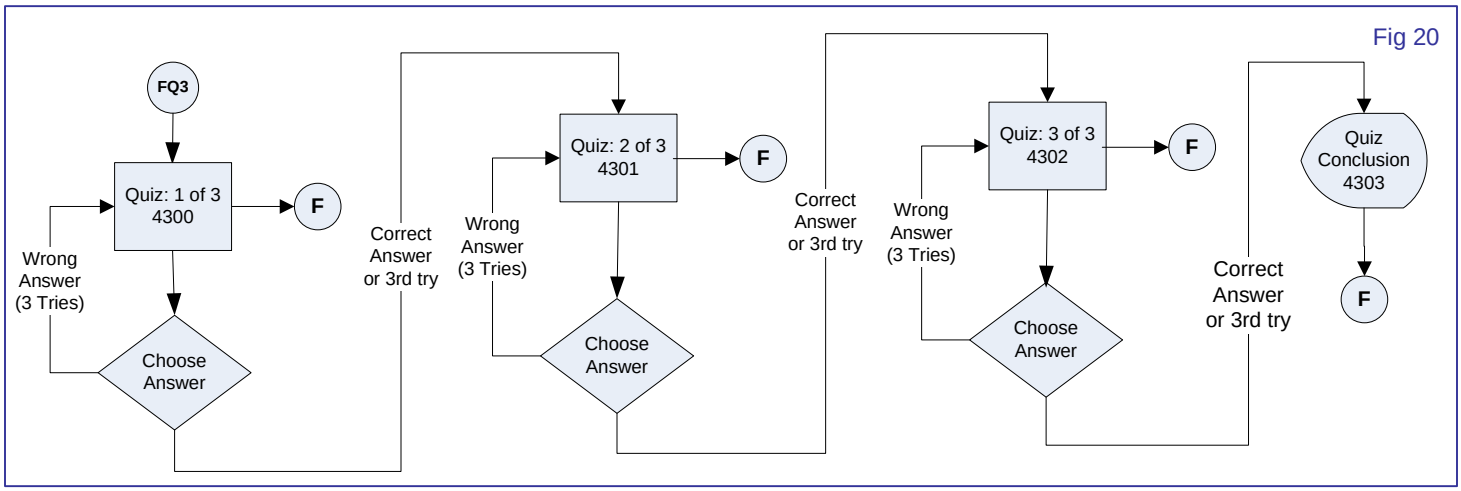
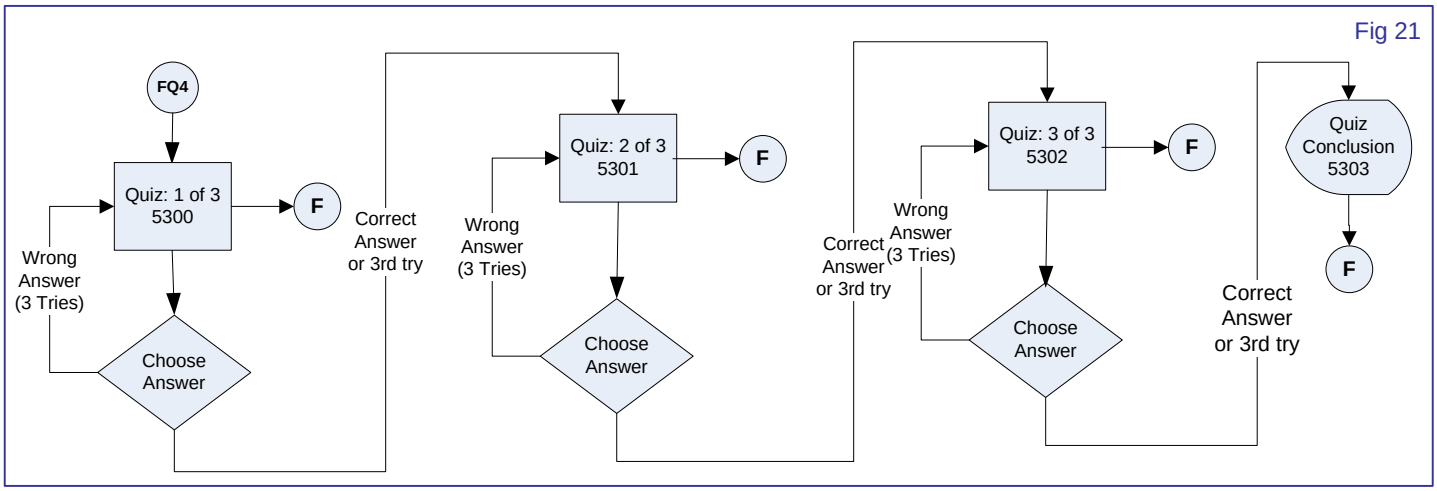


Fig 20

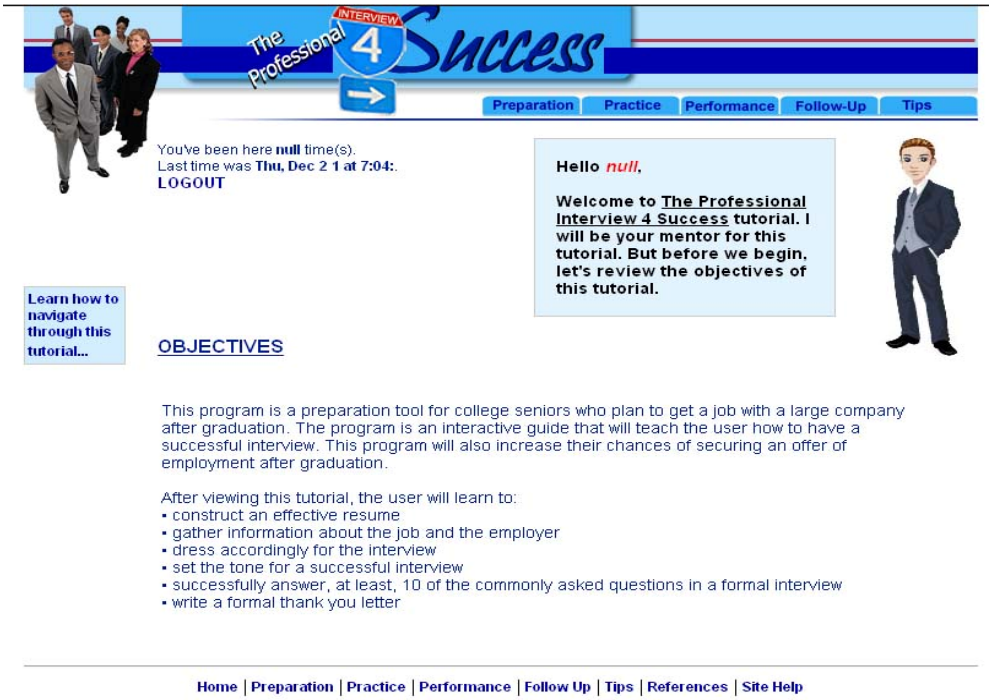


LOW LEVEL FLOWCHART 7 of 7

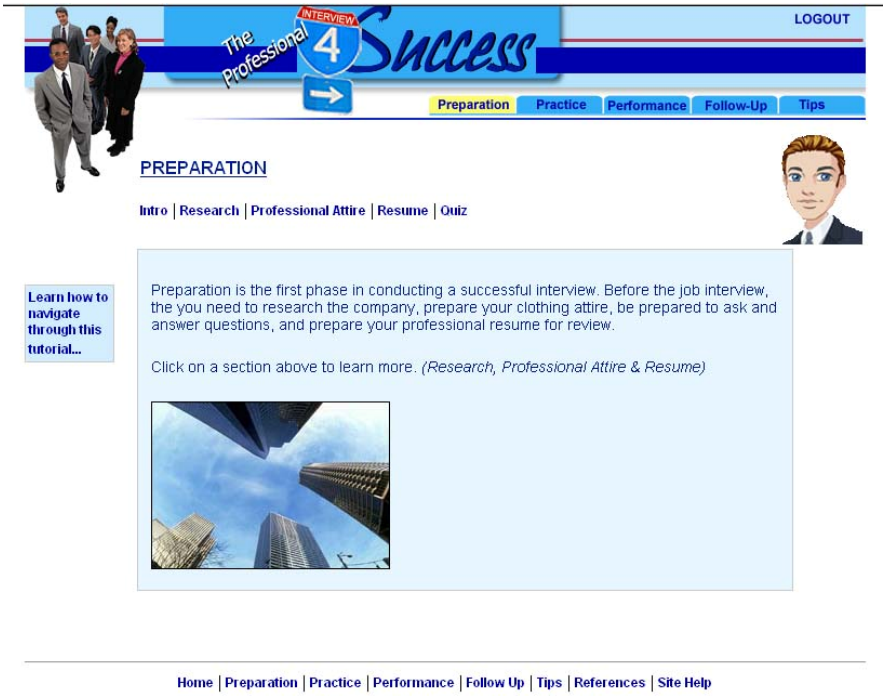


SCREEN LAYOUTS

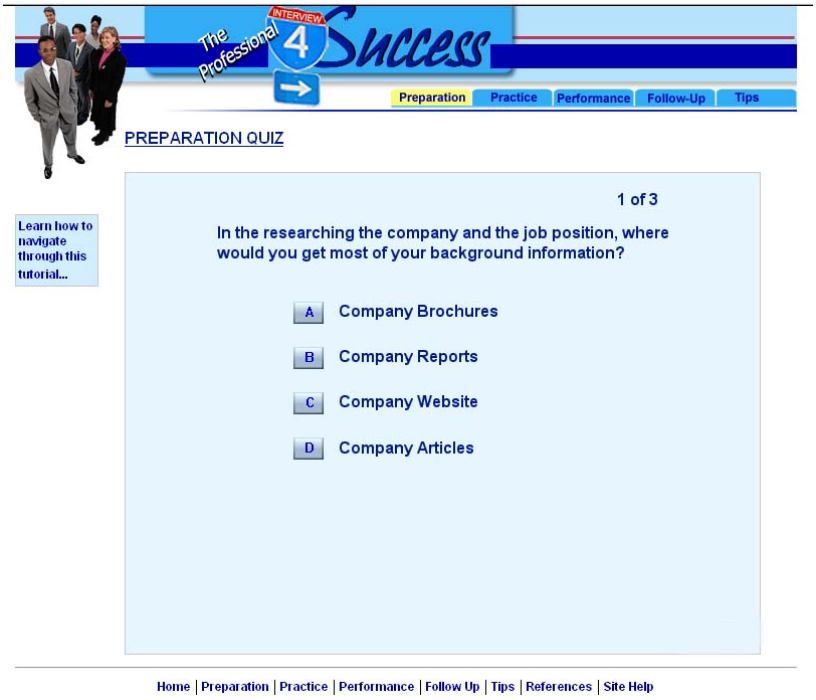
Main Menu Screen



Instructional Screen



Quiz Screen


The Professional Interview 4 Success
Preparation
Practice
Performance
Follow-Up
Tips
PREPARATION QUIZ
Learn how to navigate through this tutorial...
1 of 3
In the researching the company and the job position, where would you get most of your background information?
A Company Brochures
B Company Reports
C Company Website
D Company Articles
Home | Preparation | Practice | Performance | Follow Up | Tips | References | Site Help

STYLE GUIDE

Look And Feel

Colors:

- Background color – Light blue
- Main Menu text color – dark blue
- Sub-Menu buttons text color – dark blue, bold
- Regular text color- dark blue
- Font style and sizes for Main Menu topics – Arial 20 pt
- Font style and sizes for Sub-Menu buttons – Arial 16 pt
- Font style and sizes for ordinary text – Arial 12 pt
- Font style, size and color for incorrect feedback - Times New Roman 16 pt – bold red.
- Font style, size and color for correct feedback - Times New Roman 16 pt – bold green.
- Icons for navigation buttons – images.

The below framework will appear on all pages.

This is the logo that will be used for this tutorial. It will appear on several pages throughout the tutorial.

Navigation

Placement of buttons:

There will be navigation buttons placed on the top of the pages in the tutorial in the form of tabs that is labeled with each section name. These will be visible on all pages within the tutorial. Also, navigation buttons will be placed on the bottom of each page labeled with each section name. These will appear below a light grey line on all the pages in the tutorial. Each page will have a HOME button to the bottom of the page that will take them back to the home page at anytime throughout the program.

Next and Previous buttons will only appear in the subsections for each section. When the user clicks on the subsection of a topic, if the content spans more than one page, there will be next and previous buttons visible for the user to navigate through the content. There will be no Next and Previous buttons on main pages in the tutorial.

There will be a “Learn how to navigate through this tutorial” link that will appear on the left margin of all the pages in the tutorial. This link will take the user to a pop-up window that describes how to navigate through the tutorial. <see example below>.

There will be a “Site Help” link placed to the bottom of all pages in the tutorial. This will take the users to the same pop-up window that describes how to navigate through the tutorial.

Icons for buttons: these will be light blue buttons with dark blue text (Arial 11 pt – bold). All buttons will be images created in Adobe Photoshop.

Sound/visuals:

When the user clicks on the buttons, the buttons will highlight and turn brighter yellow in color. Whenever the user clicks on the Menu Tabs, the menu topic will stay with a highlighted yellow color which shows that you are in that specific section.

Grammar and Punctuation

The tense of the program will be in the present tense, using the APA style manual. This program does not take into account people with disabilities such as blindness.

Prompts and Feedback

The prompts and feedback will be placed at the bottom of the page.

Wording of prompts:
For a correct answer the prompt is: **You are CORRECT!**
For an incorrect answer on the first and second tries the prompt is: **Sorry, that is incorrect! Please try again.**
For an incorrect answer on the third try: **Sorry, that is incorrect!**

Levels of feedback: The user will be given 3 tries to answer the questions correctly. On the third try or if the user answers the question correctly, the user will see a CONTINUE button that they will need to click to go to the next question or final screen.

TYPES OF MEDIA

We will be using graphics and text as our types of media in this WBT tutorial. Rationale for this is because we want our tutorial to be as interesting and informative as possible, while keeping the user’s attention. We initially wanted to include audio and video so that we can target a wider audience. However, it was not feasible with the time constraints that we have. Graphics and text are the easiest and most efficient types of media to use at this point.