



Success Evaluation Plan for Back Issues

Submitted By:
Carrie Shetler
IMD 485 A Senior Project II
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Submitted To:
Saurabh Bose
The Art Institute of Atlanta



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Project Overview

The following document consists of the Success Evaluation and Quality Assurance Plan for the media project, Back Issues, developed by Carrie Shetler at The Art Institute of Atlanta.

Back Issues, a compilation of prose and poetry by Ann Kline, gets its name from the effect a back injury had on her life. The title is also a play on publications; their old issues being “back issues”. The poems are titled by the date they were written.

Through the use of animation software and my own interpretation of the poems, I am taking some of this poetry and turning it into a multimedia presentation that would allow the user to experience each poem visually and immerse them emotionally.



Success Evaluation

There are 3 goals that will measure the success of this project:

- To take the selected pieces from Back Issues and make them into a collective experience that taps into the users emotions through animation, imagery and sound, conveying an unstable yet somewhat hopeful emotional experience with a central message.
- To drive 500 users to the site by with keywords and submitting to search engines within the first six months after launch.
- To get the user to spend at least ten minutes exploring the pieces.



Measurement of Success

- Experience Goals will be measured by feed back from the contact form on the site and results from reports on keyword searches.
- A structured survey will be conducted during usability evaluation with Target Audience Groups and will be provided on the site for the first six months after launch.

Targeted Survey Questions

1. Did you have any trouble using this site?
 2. Did you understand what this site is about?
 3. Did the imagery presented explain the context of poetry?
 4. Were you able to form your own interpretation of the poetry?
 5. Did you feel any emotions while viewing the poetry? If so, what were they?
 6. What suggestions would you give the Back Issues team?
- Average Visit Duration Reports will be used to see if users are staying the target ten minutes for exploration.