



Success Evaluation & Quality Assurance Plan for Back Issues

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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 several communication goals that will measure the success of this project:

- To appeal to the user's emotional side.
- To take the selected pieces from Back Issues and make them into a collective experience that taps into the users emotions through imagery and sound.
- To convey an unstable yet somewhat hopeful emotional experience.
- To portray concepts that are in sync with the emotional context of each piece.
- To create the perception that Back Issues is more than just poetry, it's an emotional existence.
- To allow the user to form their own interpretation of the piece while conveying the central message.

The measure of success for these goals is as follows:

Use site traffic reports to see how long a person spent exploring each piece. These reports will be check once a month to see how much traffic the site is getting as well as the time spent on the site. The reports will also show if someone is hitting the site using key word searches.

A quick survey with pointed questions that a user can fill out after they close the window for the main interface of Back Issues.

Survey questions have yet to be determined.



Quality Assurance

The site will function only on a high-speed connection and therefore will only be tested on an equal or faster connection. User tests will be conducted by fellow students and friends. They will be asked to go through the site, view each of the pieces and provide feedback through the survey. Download speed and location of the pieces will be key components of testing. Users will be asked what they thought of the overall presentation and if they had any emotional reaction to how the poems were portrayed. Business goal achievement will be measured by response from potential or soon-to-be clients of Carrie Shetler. Communication goals will be measured by feed back from the site and results from reports on keyword searches.