

# I214 Reports

April 11, 2013

# Reports and reporting

A problem of...

**Communication** and **translation** across boundaries

Exerting **influence** to help overcome **inertia**

# Formats

time



## Formal

Presentation (slides)

Longform text

## Informal

Video

Email

Blog/wiki



## Raw data

Transcripts

Images/video/audio



# Know your audience

Who is getting (this version of) the report?

How long have you known them?

What are their roles?

Who is paying for this research?

Who makes decisions?

What are their immediate and longterm goals?

Who do we need to convince?

What do they know?

What do they need to know?

What are they expecting to get from you?

How do they prefer to communicate?

What are their sensitivities?

**What is *your role*, to them?**

# What format? Deciding factors

Project schedule

Budget

Your audience and their expectations

Stakeholder engagement in the research

Expected deliverable lifecycle

Will it circulate?

For how long?



# Support multiple levels of engagement

## **“Must know” 3 minutes**

- 1) Major point 1
- 2) Major point 2
- 3) Major point 3

## **“Should know” 10 minutes**

- 1) Less important
- 2) Less important
- 3) Less important
- 4) Less important
- 5) Less important

## **“Nice to know” 30 minutes+**

- 1) Even less important point
- 2) Even less important point
- 3) Even less important point
- 4) Even less important point
- 5) Even less important point
- 6) Even less important point
- 7) Even less important point
- 8) Even less important point
- 9) Even less important point
- 10) Even less important point

# Informal emails

Consider: 2 screens maximum

Bullet points

Prioritized

Links to highlight videos (optional)

# Main components of a Common Industry Format (CIF) usability report

Title Page

Executive  
Summary

Introduction

Method

Participants: *who* did we work with?

Results

Context: *what* tasks were tested, *where*, & *when*

Experimental design: *how* was it tested?

Appendices

Metrics: *how* did we evaluate success?





# Main components of a Common Industry Format (CIF) usability report

Title Page

Executive  
Summary

Introduction

Method

**Results**

*What did we learn?*

Appendices

Tables, charts, photographs

Perhaps recommendations



# Main components of a Common Industry Format (CIF) usability report

Title Page

Executive  
Summary

Introduction

Method

Results

Appendices

Full text of questionnaires

Interview protocols

Extra detail on context of research, if necessary



# Let's look at an actual report



# Is the formal report dead?

## Yes

Time-consuming to produce

Does anyone read them afterwards?

Stakeholder “ride alongs” are more effective

## No

Establishes credibility

Documents effort

Increases transparency

Easy to circulate

Archivable