

H. Appendices

Appendix A: Proposed and Actual Schedule

Proposed Schedule:

BY THIS DATE:	I WILL HAVE ACCOMPLISHED:	DURATION:
Nov. 29, 2007	Submit proposal to committee members	1 day
Dec. 18, 2007	Production begins, pending proposal approval	
Dec. 27, 2008	Secure domain name and hosting provider	1 day
Dec. 31, 2007	Storyboard and wireframe each page	14 days
Jan. 18, 2008	Gather, shoot, record, and photograph source materials	18 days
Jan. 25, 2008	Program functionality for scene 1	7 days
Feb.y 1, 2008	Program functionality for scene 2	7 days
Feb. 8, 2008	Program functionality for scene 3	7 days
Feb. 15, 2008	Program functionality for scene 4	7 days
Feb. 22, 2008	Program functionality for scene 5	7 days
Feb. 29, 2008	Program functionality for scene 6	7 days
Mar. 7, 2008	Program functionality for scene 7	7 days
Mar. 14, 2008	Program functionality for scene 8	7 days
Mar. 21, 2008	Clean-up integrity of piece as a whole, debugging begins	7 days
Mar. 24, 2008	Beta version complete, QA begins	3 days
Mar. 27, 2008	Usability testing conducted	3 days
Apr. 5, 2008	Fix bugs, incorporate usability feedback: Gold version complete	9 days
Apr. 10, 2008	Finalize Project Journal, and reformat charts, sketches, and content for Script	5 days
Apr. 15, 2008	Finalize reflection sections of production book (Completion Phase A-H)	1 day
Apr. 16, 2008	Finalize formatting of production book	3 days
Apr. 19, 2008	Submit complete draft of production book to Graduate office for format validation	3 days
Apr. 22, 2008	Submit complete draft of production book to	1 days

	committee members for signature	
Apr. 23, 2008	Submit complete project and production book to committee members for signature	3 days
Apr. 27, 2008	Submit complete production book to Graduate Program Director for signature	3 days
Apr. 30, 2008	Submit two copies of project and production book signed by Committee and Graduate Program Director	3 days

Actual Schedule

BY THIS DATE:	I ACCOMPLISHED
Nov. 29, 2007	Submit proposal to committee members
Dec. 17, 2007	Wireframed each page with basic concept
Dec. 19, 2007	Storyboard and wireframe each page
Dec. 19, 2007	Completed script for Scene 1 (chat box convention)
Dec. 20-21, 2007	Programmed presentation for Scene 4 (PowerPoint convention)
Dec. 22, 2007	Decided on a project name and requested domain for hosting
Dec. 27, 2007	Tested RSS feed for Scene 8
Dec. 28-Jan. 05, 2008	Completed script for Scene 2 profiles, and programmed pages for each profile site
Jan. 07-09, 2008	Completed script and began programming for Scene 3 (browser history)
Jan. 10-28, 2008	Worked on script and programming for Scene 7 (audio player)
Jan. 12, 2008	Completed script and programming for Scene 5 (search)
Jan. 14-19, 2008	Completed programming for Scene 3 (browser history)
Jan. 19-25, 2008	Completed script and programming for Scene 6 (online catalog)
Feb. 01-06, 2008	Revised scripts based on feedback from fellow grad student, and reprogrammed changes into site. Captured visuals for Scene 1 (chat box convention)
Feb. 07, 2008	Secured server space and uploaded site for live testing
Feb. 13, 2008	Reprogrammed all windows to use different javascript for browser compatability
Feb. 17-19, 2008	Reshot footage for Scene 1 and Scene 8, finalized programming

Feb. 27-Mar. 27, 2008	Captured visuals for Scene 2 (online profiles)
Mar. 06, 2008	Migrated index page to flash to incorporate splash page
Mar. 17, 2008	Finalize Scene 7 programming
Mar. 18-21, 2008	Recorded and incorporated audio soundtracks into all scenes
Mar. 28, 2008	Created survey to obtain feedback
Mar. 29, 2008	Quality assurance and usability testing Wrote and programmed “how to” instructional content for main page
Apr. 07, 2008	Reshoot Scene 5 images
Apr. 11, 2008	Incorporated feedback from survey
April 16, 2008	Finalize production book using feedback from committee
April 30, 2008	Submit two copies of project and production book signed by Committee and Graduate Program Director

Appendix B: Real, Estimated and Actual Budget

a. Real Budget:

Hosting provider	\$239.40/year
(DreamHost)	
Domain registration	\$9.95/year
(DreamHost)	
Lynda.com tutorial subscription	\$75.00 for 3 months
CD-ROM's	\$26.98 for 100 CD-ROM's
MacBook Laptop	\$1,000
TOTAL	\$1,351.33

b. Estimated Budget:

Hosting provider	\$239.40/year
(DreamHost)	
Domain registration	\$9.95/year
(DreamHost)	
Design work	\$640.00 (\$40.00/hr. x 16 hrs.)
Editorial work	
Authoring/storyboarding	\$800.00 (\$40/hr. x 20 hrs.)
Proofreading, copyediting, etc.	\$225.00 (\$25.00/hr. x 9 hrs.)
Production work	\$6400.00 (\$40.00/hr. x 160 hrs.)
(coding html, programming flash)	

Quality Assurance	\$150.00 (\$30.00/hr. x 5hrs.)
Subjects for photographs	\$500.00 (\$50/ea. X 10 models)
Permissions	\$1500.00 (approx. \$150 x 10 images)
CD-ROM's	\$26.98/100
Equipment	
MacBook Laptop	\$1,000.00
Digital camera	\$228.00
(Panasonic Lumix DMC-TZ3)	
Audio recording	\$350.00
(Sony MZ-M200 Portable Hi-MD Recorder)	
Programs	
Adobe Flash CS3	\$699.00
Adobe PhotoShop CS3	\$649.00
Honorarium for usability testers	\$500 (\$50 x 10 volunteers)
TOTAL	\$13,917.33

C. Actual Budget

Domain hosting	\$9.95
Camera (Canon PowerShot)	\$159.00
Buying drinks for models	\$30.00
Printing	\$30.00
TOTAL	\$228.95

Appendix C: Copy of the Online Survey and Results

SURVEY

Thanks for taking some time to provide feedback on my project.
Please click through the site at your own pace, and then answer the questions in the survey on the next screen.

[GO TO PROJECT](#)

Warning: screens are slow to load, so please have patience, and be sure to provide feedback on any technical problems you encounter.

Thank you!
~Kim

Which portrait did you find LEAST compelling?

1	
2	
3	
4	
5	
6	



Why?

Which portrait did you find MOST compelling?







Why?

Did you find that any of the portraits connected to or referenced another? Did it seem as though they were taking place in the same time and/or place?

Were there any moments where you felt confused or lost?

Please leave comments or suggestions for any of the portraits below:



8	
9	
10	
11	
12	
13	

SURVEY RESULTS:

Which portrait did you find LEAST compelling?

1		 1
2		 2
3		0
4		0
5		0
6		0
7		0
8		 2
9		0

10		0
11		<input checked="" type="checkbox"/> 2
12		0
13		<input checked="" type="checkbox"/> 1

Why?

1 Just about being late everyday.

2 You didn't find out what she hoped to accomplish by running 3 miles and the challenge to her attempt to improve herself until the end -- could have been fleshed out a little more.

2 t just felt a little contrived. Too predictable. I feel like she came of as a more one-dimensional character than the others.

8 It didn't say anything different than what was on the flip chart beside it.

11. It was more difficult to navigate than the others

11 Personal reason; I get annoyed with all the magazine covers that show a woman with her hair blowing in the imaginary wind.

13 It's impossible to read and does not offer me any information otherwise.

13 It was hard to read, I liked how the ones in the beginning related to the people in the storyline, but the later ones were real world, and got exhausting to read. Small print made it hard too.

Which portrait did you find MOST compelling?

1		0
2		0

 <p>3</p>	 2
 <p>4</p>	0
 <p>5</p>	0
 <p>6</p>	 1
 <p>7</p>	0
 <p>8</p>	0
 <p>9</p>	 1
 <p>10</p>	 1
 <p>11</p>	 3
 <p>12</p>	0

 <p>13</p>	<p>0</p>
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Why?

- 3 It told the beginning of a good story - there were two "characters"
- 3 Shows the difference in perception that men and women have.
- 6 It's more interesting than the others.
- 9 I just wanted to keep watching it...I felt like I could have stared at it for a long time.
- 10 It showed why people "really" go to bars ;)
- 11 I think most of the time we think of models as flat and one-dimensional, but I liked how the thoughts were arranged and how you gave voice to the character's inner thoughts and insecurities. Plus, the interface was cool.
- 11 This was a harder choice, but I like the breaking of the glamor bubble here and exposing the model as a woman, employee, and mother.
- 11 I loved hearing what she was thinking about throughout the shoot. Also liked that she was related to another story member.

Did you find that any of the portraits connected to or referenced another? Did it seem as though they were taking place in the same time and/or place?

- 1 After watching it all once, I didn't notice that the portraits necessarily referenced each other. But I did feel that they all took place in the same place.
- 2 I think they were well established in a common setting. I seem to remember one of the later character referencing a Gail; I wasn't sure if that was supposed to be the same Gail as before or not.
- 4 I saw connections between all of them. It did not seem to be taking place in the same location/time, but I felt that there was a fluidity.
- 5 Yes, I noticed there were a couple that seems to relate to each other, and then the prayers at the end referenced everyone. The rain was prevalent throughout; I liked that.
- 6 They seemed to be taking place in the same time. Obviously in the same city.
- 7 I could relate them all the each other
- 8 The grainy photos all looked like they belonged together.
- 9 yes, I thought I saw recurring names that were connected - was the lawyer sisters with one of the beginning characters? I felt like this was all happening on the same day in Boston.

Were there any moments were you felt confused or lost?

- 1 No
- 2 I was a little confused when I started; I wasn't sure if I was supposed to be moving a plot along or something. But after the second or third setting (I went chronologically) I kind of got the hang of what was going on.
- 4 Just in the beginning...I don't read directions so it took me a little bit to figure out.

5 I didn't quite understand the train of thought of the guy listening to music and waiting for the train. He seemed angry, but it sounded like he was going to physically hurt his girlfriend. I couldn't really follow. Also, the line of words jumped at the end, so I had to re-read it a couple times before I caught where it jumped.

6 I wasn't quite sure what to do in the beginning, but once I realized that you actually clicked on the pop-ups, it became much more interesting.

7 no

8 no.

9. Not confused, but I would have liked to see more of a story unfolding and more interconnected people (or at least more obvious) although I understand this is a sample of what one COULD do with this idea.

 <p>1</p>	<p>This one seemed a little posed...or maybe that is how this girl is usually</p>
 <p>2</p>	<p>Like I said, I feel like she was one-dimensional. The woman trying to look better to please her inattentive boyfriend. I feel like she needs another dimension or angle. I thought this one seemed very natural I don't care for this photo.</p>
 <p>3</p>	<p>So interesting to see both points of view! video did not come up with this one, only the script I don't really like this photograph.</p>
 <p>4</p>	<p>I liked the ambient noise in this scene. I like the use of different social networking sites for all the different bus characters. Very creative and insightful. Not very interesting.</p>
 <p>5</p>	<p>Hilarious. I liked the idea of her personality as her biggest creative writing character -- since that's really all MySpace is. This looks like they didn't know you were taking their picture.</p>
 <p>6</p>	<p>Love her escapism into computer reality. I think this girl is kind of cute.</p>
 <p>7</p>	<p>Such a nice seeming guy! I wanna date him! Not very interesting.</p>

 <p>8</p>	<p>I would love a picture of her. We have images of all the other people, but a pic would help. This is not a portrait.</p>
 <p>9</p>	<p>The PowerPoint presentation was a little frustrating. It took sometime to download and open, etc. But the slideshow itself is beautiful. Seemed a little out of place at first, till I remembered it was a rainy afternoon for everyone in that office.</p>
 <p>10</p>	<p>Brilliant google search idea. So funny! This was my favorite one. Weird split screen going on here.</p>
 <p>11</p>	<p>n/a</p>
 <p>12</p>	<p>Love this one, too. It took me a while to realize that the red words corresponded with the music, but I like this a lot. Little confusing, I don't quite understand where his train of thought is going. And slight technical problem that the words skip at the end. This looks like that american idol guy.</p>
 <p>13</p>	<p>Great photo. There might almost be too much on this page. I read till about half-way down and then skimmed over the rest. Long! Hard to read some of the white letters over top of the candle light</p>

Suggestions for improvements?

I enjoyed it!

Maybe start off and simply say what this is (i.e. a day in the life of a Bostonian) and what you are supposed to do (click on the scenes, wait for the pop ups, and click on them)

I wish the photos were larger and varied a bit more.

I think this is a very entertaining new method of storytelling and I really "got into" meeting the characters this way. Once again, I know this is just a sample but I would love to see where each person goes and what they do throughout the day.

Appendix D: Copy of Usability Testing and Results

Copy of the Usability Tasks

Intro:

Thanks for helping me test my graduate thesis project.

I am going to ask you to complete a short task that involves navigating the hypertext on the screen before you. This task was designed to test the functionality of the Web site.

Because my goal is to learn how well this user interface works when a user navigates it on his or her own, I'll refrain from answering questions while you do the task. Please simply do the best you can and speak your thought process out loud. It helps to know what conventions or cues you are looking for to accomplish the task.

TASK 1

Purpose

This task is to test if the user can follow directions to disable pop-up blockers, a requirement of the site.

Preparation

Begin tester on this homepage:

http://kimberlymhampton.com/un_conventional_portraiture

Do not disable pop-up blocker.

Instructions for tester

View the splash opening page to this project. Follow the instructions that appear on the screen. Then click on the first thumbnail. Are you able to view the windows that open for each portrait?

Observer notes:

Machine:

Browser:

Resolution:

Issues:

TASK 2

Purpose

This task is to test the general navigation, and if the user knows how to launch each establishing screen and the corresponding portraits.

Preparation

Begin tester on this homepage:

http://kimberlymhampton.com/un_conventional_portraiture/home.html

Disable pop-up blocker.

Instructions for tester

You confront this piece at the homepage. Your goal is to explore the interface in any way that seems intuitive.

Observer notes:

Machine:

Browser:

Resolution:

Issues:

Usability Testing Results

Appendix E: Release Form

