

# Memo

To: All Business and Professional Communication Students  
From: Dr. Alison Witte  
Date: 8 January 2020  
Re: Instructions for completing the Wayfinding Project

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The purpose of this memo is to provide instructions for the Wayfinding Project.

## Summary:

In this collaborative project, you will work with a campus partner to create a resource that will help students access services on campus. Resources might be print-based like a brochure or poster or digital, like a video or website.

## Project Instructions:

1. **Select a campus partner and prepare for meeting with him/her.**
  - a. Select a campus partner from the list provided to you by your instructor
  - b. Prepare a list of questions to ask the campus partner when he/she visits class
2. **Meet with your campus partner.**
  - a. Gain an understanding of the service(s) the campus partner provides and wants students to use/access
  - b. Determine the steps for accessing or using the service(s)
  - c. Determine which students would benefit from the provided service(s)
  - d. Determine what the campus partner feels prevents students from accessing or using the provided service(s)
  - e. Collect from the partner their requirements/specs for the product you produce for them
    - i. Does it need to be digital or print?
    - ii. Are there size limitations or specifications?
    - iii. What specific information does the partner want included? What information, if applicable, is legally required to be included?
3. **Create a draft of a document that provides information and step-by-step instructions to students for accessing the service(s).**
  - a. Drafts should be complete and usable.
  - b. Drafts should make use of document design, including headings, color, and layout
4. **Share your draft with your campus partner and request feedback.**
  - a. Email your campus partner with a copy of the draft and specific questions about the content, layout, and usability of the draft.
  - b. CC your instructor on these email
5. **Revise your draft based on feedback from the campus partner and prepare it for usability testing in class.**
6. **Test your revised draft during in-class usability testing.**
  - a. Observe your classmates attempting to use your document and note what works well and what still needs to be adjusted.
  - b. Take careful notes about what needs to be changed.

7. ***Complete a final version of your document and prepare for the team debrief.***
  - a. Prepare to explain your process in creating the document and how it meets your partner's needs and requests.
  - b. Prepare to explain what you've learned about working in a group, working for an actual client, and designing a text that will be used by other people.
8. ***Present your final version to the class.***

**Assessment:**

You will be assessed for both the product you produce for your campus partner and your reflection during the debrief about the product you have produced and the process of producing it.