

Project: Educational Testing Service Assessment Wizard

Educational Testing Service planned to market a CD-ROM containing a tool for teachers, schools and school districts to plan standards-based classroom assessments. They had acquired the services of Grant Wiggins, a nationally-recognized assessment guru as the chief content expert.

Data Structure

It was obvious that the product would need a database, containing:

- State-mandated standards
- Sample assessments
- Assessments created by users
- Sample rubrics (guidelines for measuring performance)
- Rubrics created by users

There would need to be a comprehensive search function for looking up specific data objects in each of these categories; there would also need to be editing interfaces for items created by the users; but the major Information Architecture task was delivering wizards or other screen-by-screen help to guide the user in

1. Understanding what makes an effective assessment and
2. Building her own or his own effective assessments.

From Textbook and Workbook to Wizard

The source materials from which structure and guidance needed to be culled consisted of:

- Textbooks authored by the content expert.
- Training workbooks used by his company.
- Information gleaned from the content expert in team work sessions.

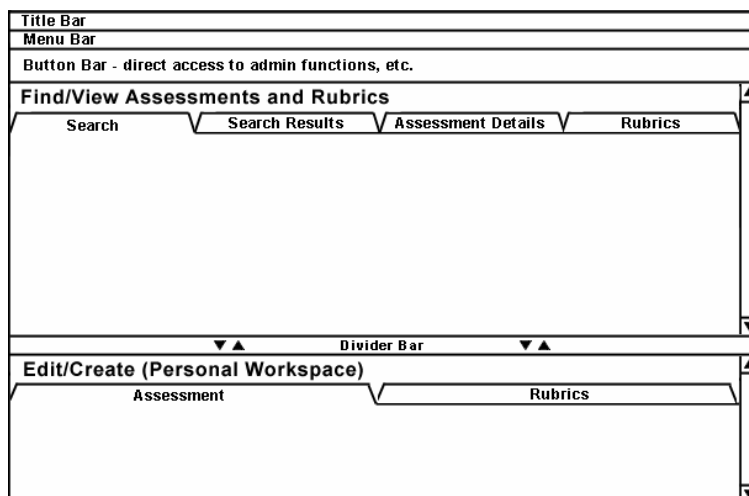
The content expert's personal vision of what the product could or should be had to be tempered with knowledge about users and usability brought to the table by Cognetics Corporation.

Hoffman: "My job is to get inside Grant's head."

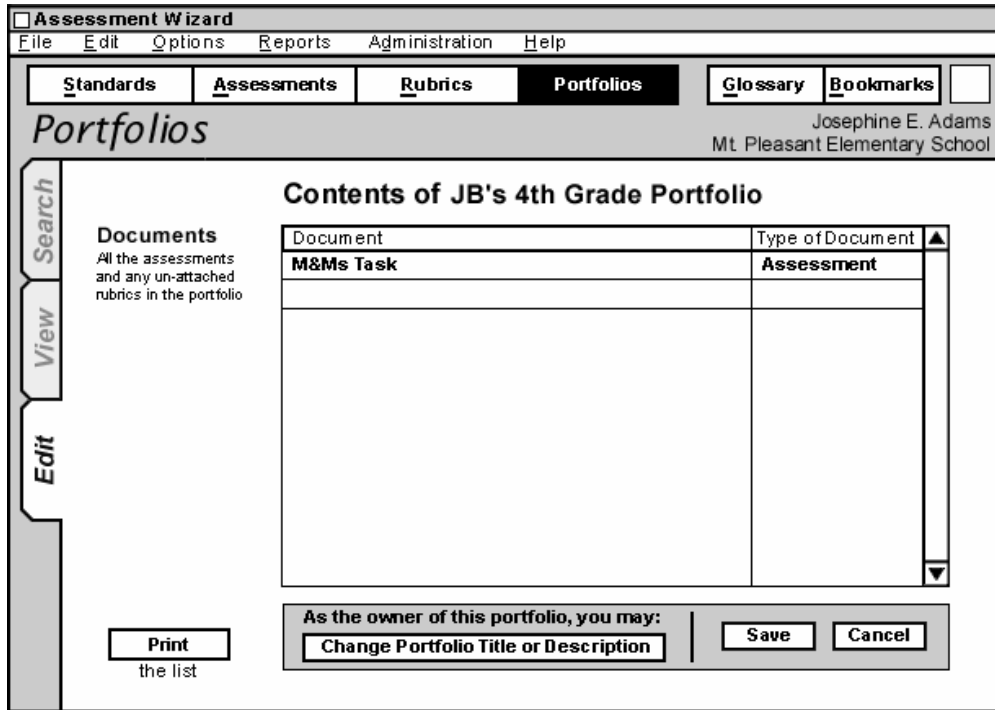
Colleague of Grant: "Ooh, that's scary!"

Interface Iterations

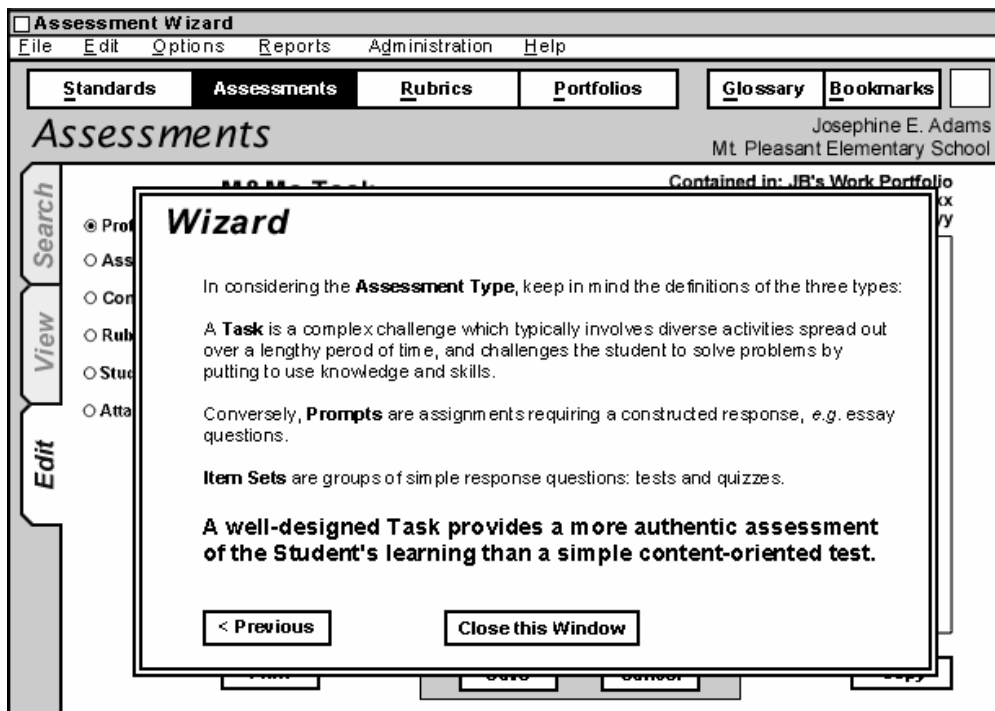
Over a 5-month period, there were over a dozen iterations of the main flow wire-frames, plus 4 documents showing specific sub-sections. Version 1 (4 January, 1999):



And here's Version 11 (25 March, 1999):



This page illustrates some of the learning-oriented text featured throughout the program (16 April, 1999):



The last sequence designed was the Rubric Wizard (8 June, 1999):

Wizard: Creating Rubrics
Define - Draft - Develop - Revise - Review - Refine

This wizard will help you create a rubric or set of rubrics by proceeding through six stages: Define, Draft, Develop, Revise, Review and Refine.

You will have the opportunity to back up at any point to rework any page, so you do not have to be concerned about "making mistakes" or about language which seems initially clumsy or syntactically incorrect.

Click on the "Next Page" button to begin to Define your Rubric[s].

Cancel Wizard **Next Page >>**

Wizard: Creating Rubrics
Define - Draft - Develop - Revise - Review - Refine

There are some final decisions to be made: the weight you wish to assign to each rubric in the assessment, the layout of your rubric for printing, and a final edit of the names of the rubrics.

Weight -
If you used more than one rubric, you need to assign a weight to the relative importance of each rubric (in terms of a percentage). Do so now, mindful of the fact that some criteria are of ten more important than others (e.g. impact-related) in judging a complex performance. (Avoid an arbitrary equality where each rubric has the same point or grade value as the others.)

Engaging: % Vivid: % Sound Mechanics: %

Printing Format -

- A one-page matrix with titles across the top
- A one-page matrix with titles down the left side
- One page per rubric
- One page per set of descriptors at each level (all 4's on a page, all 3's on a page, etc.)

View Format Examples

<< Previous Page **Cancel Wizard** **Next Page >>**