

Formative Evaluation Report

To conduct our formative evaluation we tried to get a representative sample of who would use our CD. However, we had to have approval from the client to begin with. Once this was done, we gave the CD to high school and CEGEP aged males and females for evaluation. We tried to get both computer savvy users and beginners with technology. In total, along with the two organizers, we had 6 evaluators.

The questionnaire we gave them is included at the end of this report. We had to omit questions which were related to the use of the auto-run feature on the CD because we provided them with a website to evaluate instead. Below are the questions we asked along with the average response given.

6 =	Strongly Agree	5 =	Agree	4 =	Somewhat Agree	3 =	Somewhat Disagree	2 =	Disagree	1 =	Strongly Disagree
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|--|---------|
| 1. It is easy to find the information I am looking for. | 5 |
| 2. I can go back to the main menu at any time. | 6 |
| 3. The visual aspect of the CD is appropriate. | 5 |
| 4. The running the CD with my computer was easy. | OMITTED |
| 5. The information about hunger was sufficient. | 5 |
| 6. The links provided on hunger were helpful. | 5 |
| 7. The information provided about Halloween For Hunger was sufficient. | 6 |
| 8. The information about Halloween For Hunger was helpful. | 5 |
| 9. The steps to put in place a food drive were clear. | 6 |
| 10. The steps to put in place a food drive were helpful. | 6 |
| 11. I appreciated the videos. | 6 |
| 12. I liked the way the CD was set up. | 5 |
| 13. There was enough information for me to start up my own project. | 5 |
| 14. The information on this CD made me want to help people in need. | 4 |
| 15. After browsing through the CD, I would start my own food drive. | 3 |
| 16. I would recommend this CD to a friend. | 5 |
| 17. Overall, this CD was worthwhile to browse through. | 5 |
| 18. Overall, this CD was informational. | 5 |
| 19. The CD functioned without any technical problems. | 6 |
| 20. I enjoyed using this CD. | 5 |

The comments that accompanied the evaluations were the most helpful parts of this process. Some of the most useful comments, which were later implemented in our final version, are included below. These are directly quoted from the questionnaires.

<u>Legend:</u>	
Implemented	
Not Implemented	
Comment	

- Typo on page The Project--> Halloween for Hunger: " certain sectors of the city were [should be "where"] Agata and Alessia lived."
- Grammar suggestion on page The Project--> Halloween for Hunger: "Since then, the founders of the project have gotten a more adequate meeting place, more resources from the community centre as well as the city and local merchants." could be changed to something like "Since then, the founders have secured better meeting facilities and solicited additional resources from the community centre, the municipality and the local business community."
- Word choice suggestion on page The Problem--> Hunger in Canada and Quebec: "When most people think of the problem of hunger, they most likely envision third world nations." Instead of "third world", say "developing."
- Links provided: very good, but how about something under "Volunteering" related to project management or volunteer management, planning, etc.? There may be more related to the planning that you haven't covered--unique situations or different conditions others may encounter, etc.

We did not implement this because we felt this did not suit our target audience.

- Search function would be nice... though the site isn't that big

There is not enough information to implement this feature. (And Marie-Claude does not want to deal with it... =D)
- Font for the button "main menu" could be bigger than the other titles because it is hard to find when you give the page a quick look over, though it is very accessible
- Slightly boring colors, but nice overall
- This CD should be reserved for people who want to help but don't know

how, sure numbers impress, but they don't necessarily make me want to help.

- The summary with the shortcuts at the right hand side of the page is really nice.
- The "Food Bank users" shortcut in the "Hunger in Canada" section doesn't work
- The "Hungercount" hypertext link doesn't work.
- No way to skip modules without returning to menu...

We did not want to encourage this because there is a flow to the content. We make it clear that they can go to the *Main Menu* at any time if they do need to switch modules.

- It's a nice, almost complete, project. Professional looking that I would not hesitate to show to anyone who had any humanitarian tendencies. Good work!

What I noticed after going through the comments is that some of them were not reflected in the corresponding Likert-scale questions above. For example, one subject said that they wanted links to the other modules from the menu on the left but selected *Strongly Agree* with questions 1 and 2 which are directly related to this topic.

HALLOWEEN FOR HUNGER CD QUESTIONNAIRE

The results from this questionnaire will help us evaluate the Halloween For Hunger CD for further use by Québec's youth. Please respond to all the statements to the best of your knowledge by clicking the best possible answer. If you have any questions, please do not hesitate to contact us at nj_bongi@education.concordia.ca or m_lavoi@education.concordia.ca.

6 =	Strongly Agree	5 =	Agree	4 =	Somewhat Agree	3 =	Somewhat Disagree	2 =	Disagree	1 =	Strongly Disagree
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		Strongly Agree		-----		Strongly Disagree
21. It is easy to find the information I am looking for.	6	5	4	3	2	1
22. I can go back to the main menu at any time.	6	5	4	3	2	1
23. The visual aspect of the CD is appropriate.	6	5	4	3	2	1
24. The running the CD with my computer was easy.	6	5	4	3	2	1
25. The information about hunger was sufficient.	6	5	4	3	2	1
26. The links provided on hunger were helpful.	6	5	4	3	2	1
27. The information provided about Halloween For Hunger was sufficient.	6	5	4	3	2	1
28. The information about Halloween For Hunger was helpful.	6	5	4	3	2	1
29. The steps to put in place a food drive were clear.	6	5	4	3	2	1
30. The steps to put in place a food drive were helpful.	6	5	4	3	2	1
31. I appreciated the videos.	6	5	4	3	2	1
32. I liked the way the CD was set up.	6	5	4	3	2	1
33. There was enough information for me to start up my own project.	6	5	4	3	2	1
34. The information on this CD made me want to help people in need.	6	5	4	3	2	1
35. After browsing through the CD, I would start my own food drive.	6	5	4	3	2	1
36. I would recommend this CD to a friend.	6	5	4	3	2	1
37. Overall, this CD was worthwhile to browse through.	6	5	4	3	2	1
38. Overall, this CD was informational.	6	5	4	3	2	1
39. The CD functioned without any technical problems.	6	5	4	3	2	1
40. I enjoyed using this CD.	6	5	4	3	2	1

Thank you very much for your time and participation!

Comments: