RECOMMENDATION REPORT: MIAMI EMPLOYEE HEALTH AND WELLBEING

INTRODUCTION

The overall purpose of this project is to make a brochure that summarizes the four programs offered to Miami University faculty and staff. I am trying to make our intended audience realize the programs they have offered free of charge. There is a general need for this brochure because many people do not know about the programs and the organization of the Health and Wellness website makes it difficult to navigate. On the website, it seems links are thrown on the page and not much organization was considered. With so much information, the client wanted to condense this information into a small, compatible brochure that can be used from year to year. This new brochure I have worked on for the first half of the semester will inform Miami faculty and staff and lead them to the website for more information.

METHODS

Test Purpose

In this case, usability is important in regards to this brochure project because of the feedback I received from my usability participants. Without their input, I would be unable to properly determine if my brochure or any of my peer’s brochures in ENG 411 would work for the intended audience. Usability test feedback can bring to light weaknesses in the brochure that the designer usually does not think about. For this project, the purpose was to use the skills learned so far in Visual Rhetoric to see if I could make a brochure that was both persuasive and easy for the intended audience to understand the basic programs, with the option to go online and receive more information.

Objectives/research questions

My usability test was created to figure out exactly what the intended audience wanted in the Employee Health and Wellbeing brochure. The following are my research questions I used to make proper and justified changes to the brochure:

1. Objective: For the user to properly open the brochure.

Pre-Observation:

• What kind of brochure do you expect?

Observation Task:
• Open the brochure the way you think it should open.

Post-Observation:
• Why did you open the brochure the way you did?
• How would you fix the opening process (if you had a choice)?

2. Objective: The brochure targets the intended audience for Miami Employee Health and Wellness.

Pre-Observation:
• What type of audience do you expect to read this brochure?

Observation Task:
• What is the intended audience for the brochure?

Post-Observation:
• Does the text and images do a good job representing the intended audience?
• Is diversity lacking in text and images? If so, where should this be added?

3. Objective: The brochure gives a summary of a majority of the programs Miami Employee Health and Wellness has to offer.

Pre-Observation:
• Have you heard of Miami Employee Health and Wellness? If not, what would you expect the program to be about?
• Have you participated in any programs?
• Are you a Miami Employee?
• What type of programs would you be interested to participate in?
• What type of programs would you want in the brochure?

Observation Task:
• What are the four categories of Miami Employee Health and Wellness?
• Name one program listed under each of the four categories.

Post-Observation:
• Do you feel there are any programs missing?
• Is there anything that should be added to the brochure?

4. Objective: The information is organized in a way that is accessible to the reader.

Pre-Observation:
• After seeing the different categories, how would you expect them to be organized?
• Overall, how should the information be placed in the brochure?

**Observation Task:**
• Look at the three panels. Do they properly introduce the program?
• Look at the inside. Are the programs in the right order?

**Post-Observation:**
• Should the categories be placed in a different order?

5. **Objective:** The visual images properly guide the reader from page to page without drawing unwanted attention.

**Pre-Observation:**
• What types of images do you imagine being in this brochure?

**Observation Task:**
• What types of images are present in the brochure?
• Do these images help enhance the nearby text?
• Are the pictures properly aligned? Does anything look “off” about them in terms of sizing?

**Post-Observation:**
• Are there other pictures that should be present in the brochure? If so, what kind of pictures?

6. **Objective:** The color choices do not make the brochure difficult to read.

**Pre-Observation:**
• Do you know what the Miami color scheme is?
• What colors do you expect in the brochure?
• Should the brochure colors reflect other Miami brochures around campus?

**Observation Task:**
• Tell me what you like and don’t like about the color scheme.
• Is there a color scheme present?

**Post-Observation:**
• Should the color scheme be changed?

7. **Objective:** Typography is easy to read.

**Pre-Observation:**
• Do you know any types fonts Miami frequently uses for their brochures?
• How many type fonts should be in the brochure?

**Observation Task:**
• How many type fonts are present in the brochure?
• Do the sizes change too frequently or not enough?

**Post-Observation:**
• What type fonts work best in the brochure?
• Should the type font be changed?

**Demographics of Test Participants**

In regards to my usability research, my goal was to find a diverse group of faculty and staff on campus, whether they are from different departments or different Miami campuses. My usability group was the following:

• **Participant 1:** Department of Health and Wellbeing, Hamilton campus; Since this participant is involved within Miami’s Health and Wellness program, they could give me some knowledgeable comments to improve my brochure.

• **Participant 2:** Psychology Department, Oxford campus; Commutes from Cincinnati so this participant has a small amount of knowledge about the programs.

• **Participant 3:** English Department, Oxford campus; This participant is the actual “intended” audience for the brochure since they are a first year faculty member. This participant can give valuable information because they have not been exposed to the Miami Employee Health and Wellbeing programs.

**Test Procedure**

During each usability test, I used pre-and post-observation questions to try and see how the participants would react and respond to my brochure. The following are different questions I asked my participants and the reasoning behind each question:
• **For the user to properly open the brochure:** I wanted to see how the participant opened the brochure to see if it met my expectations.

• **The brochure targets the intended audience for Miami Employee Health and Wellness:** Here, I wanted the participant to know exactly who the intended audience was.

• **The brochure gives a summary of a majority of the programs Miami Employee Health and Wellness has to offer:** One main concern I had when making this brochure was if I could include a diverse amount of information without overwhelming the reader. I asked questions including “What type of programs would you be interested to participate in?” to see if I included anything of interest to my participants.

• **The information is organized in a way that is accessible to the reader:** Another concern was having the reader not know where to read next in my brochure. I asked questions regarding category order and layout to see if my participants appealed to these elements.

• **The visual images properly guide the reader from page to page without drawing unwanted attention:** The image are another aspect of the brochure I wanted to ask my participants about. Through the usability, I wanted to make sure the images did not distract from the text and related to what was being explained.

• **The color choices do not make the brochure difficult to read:** The color scheme is another important element of the brochure. My goal here was to ensure I included proper repetition of colors and alignment so the participant was not distracted in a negative way.

• **Typography is easy to read:** I asked my participants about typography to make sure the text was easy to read. Since san serif fonts are more difficult to read in print, I wanted to ask my participants what type fonts and size work the best in this brochure setting.

**Design Criteria**

In my brochure, I used design elements including contrast, repetition, alignment, proximity, branding and images, and color theory to enhance my argument. Contrast, which is making two or more objects looking completely different, can cue the reader where they
should read next. Repetition, repeating the same color or text (for example), can not only
guide the reader, but help the reader group similar elements together. Alignment, strategically
places objects or images can help avoid awkward white space or rivers on a page. Proximity,
placing similar elements near one another helps the reader group certain categories together.
Branding and images deal with logos and pictures that help the reader relate to the text
nearby. This can also increase credibility if a logo is displayed. Lastly, colors on a image can
help the entire format of the brochure by making everything stand out. No matter who is
looking at the brochure, colors draw the eye and make a reader more interested with the
information inside.

**DISCUSSION**

**Findings**

**For the user to properly open the brochure.**
Participant 2 and 3 both opened the brochure the way I expected, but Participant 1 did
something entirely different. Participant 1 looked at the cover, opened the initial fold to read
the introductory material, and then went straight to the back of the brochure for contact
information. I asked why Participant 1 did not open the brochure, saying they had no cue for
opening to the four categories.

**The brochure targets the intended audience for Miami Employee Health and Wellness.**
Participants 1, 2, and 3 all understood the intended audience my brochure was trying to
target. There were no problems with any of the participants trying to identify the audience.

**The brochure gives a summary of a majority of the programs Miami Employee Health
and Wellness has to offer.**
All participants had varying opinions regarding this objective, especially Participant 1. This
participant felt there was not a good variety of Health and Wellness courses available.

**The information is organized in a way that is accessible to the reader.**
Participant 2 had a very good point regarding this objective question. This participant
mentioned that some programs such as Fitness4Life and Fit Track were not common
knowledge for the intended audience. Participant 3 felt more contact information should be added so the audience constantly has easy access to more information. Participant 1 felt the organization was very straightforward and liked the separation of each category on a different panel.

The visual images properly guide the reader from page to page without drawing unwanted attention.
All participants felt there should be more images to support the text. In addition, Participant 2 suggested making the images smaller and adding more text.

The color choices do not make the brochure difficult to read.
All my participants agreed that the different color choices helped each section stand out. The only color they did not like was the “Fitness” section background color because they felt it was too orange and looked too similar to the red heading.

Typography is easy to read:
All participants agreed that the typography should be smaller. Participant 2 mentioned that I should consider changing my body font from Georgia since san serifs are more difficult to read in print.

Recommendations/Conclusion

For the user to properly open the brochure.
Here, I made changes to the introductory material to make this section more inviting. I moved the mission statement to the back of the brochure while placing pictures on the initial inside panels. I added more inviting phrases such as “Look inside and discover something new” to prompt the reader to look inside.
I also considered the size of my brochure to see if this could negatively impact the opening and closing. Since my original design is 7x28, this is very difficult for a reader to easily hold in their hands and read the information inside. Also, my printer said my original brochure is
impractical and would be difficult to find someone to print such a large, double sided document. Instead, I cut the brochure down to 8.5 x 17 to make the brochure more accessible for my audience.

**The brochure targets the intended audience for Miami Employee Health and Wellness.**
I felt the participants had no issues with this aspect of the brochure, but I tried drawing the reader into the brochure with pictures of faculty and staff so they understand that their co-workers actually participate in these programs outside work.

**The brochure gives a summary of a majority of the programs Miami Employee Health and Wellness has to offer.**
Even though my participants had little issue, I tried to have a variety of courses under each category. For example, I added yoga under Health & Wellness because it can relieve stress and I feel many faculty and staff would appeal to this program.

**The information is organized in a way that is accessible to the reader.**
Here, I used elements of design including contrast, repetition, alignment, and proximity so the reader understands where to look next in the brochure. In particular, I used contrast and repetition in the headings by making the heading red and the line underneath blue.

**The visual images properly guide the reader from page to page without drawing unwanted attention.**
With this objective, I used pictures that are sized properly and aid the text. One picture in particular I added was the running shoes. I felt this could emphasize the fitness section and make the section more appealing to the audience.

**The color choices do not make the brochure difficult to read.**
My goal here was to make each section stand out with its own color. First, I change the “Fitness” panel color from orange to red and reduced the tint to 29%. I feel this tint level creates enough contrast between the background color and font color. Also, I changed the
inside panels from white to a very low tinted red. I felt the white stood out in a negative way on these panels, but works on the back panel with the contact information.

**Typography is easy to read:**

I definitely agree with my Participants that the body text was difficult to read in Georgia. Here, I changed the body text to Helvetica regular to create contrast between the headings and body text. In print, Helvetica is easier to read and will cause less distraction from the audience. Also, I decreased my type font size significantly to both accommodate for my participants’ needs and the smaller size of the brochure. I definitely feel the smaller type font is easier for reader and causes less distraction.

Overall, my goal with this brochure was to easily give my intended audience a “quick guide” for the Miami Employee Health and Wellbeing programs. The basic elements of design I included has strengthened my brochure immensely and created a visually appealing piece. I feel with the changes I have made, my brochure can appeal to faculty and staff on Miami's main and regional campuses.
REFERENCES


APPENDICES

Copy of the designed brochure enclosed in envelope