

TREATMENT for CBT Project

PURPOSE

Concept Statement:

In May 2002, I am presenting a seminar titled, "Creating a Simple Website for Beginners", at the American Business Women's Association Spring Conference in Reno, Nevada. I want to create a CD-ROM CBT project that offers more detail and covers more material than I can present within 45-50 minutes or have on a 4 page handout.

The CBT project will educate users by encompassing a series of steps and help them to determine what info to include on a website. Guidelines for preparing the material prior to the actual build process will increase their understanding of the web media itself.

The audience for this CBT is primarily women, aged 35-60, many are working as employees or business owners, their computer skills are primarily focused on email, administrative, or financial uses. The emphasis would be for creating ABWA chapter websites or hobby sites. Info regarding e-commerce sites received little interest the last time I gave this seminar. However, the topic should be addressed, briefly.

Current situation for this audience is that a small proportion of the members would like to provide content online about their chapters, family, or hobby due to the quick delivery and little expense involved. However, the audience does not feel they have enough knowledge to get started.

Major Content Categories:

The topics may be addressed in a different order in the seminar. However, the CBT content categories need to be in a linear progression and build upon one another to facilitate the user's knowledgebase. Content will include:

1. Locating a web host and factors to consider. "Take the Tour!"
 - a. The benefits of having a domain name
 - b. URL forwarding or buying webspace
 - c. Email accounts with @yourdomain.com ...
2. Key phrases to know – tour, save, preview, edit, wizard, FTP, MB...
3. Guidelines for naming files, both text (html) and image files; linking pages and privacy issues.
4. Deciding on whether to use templates offered by web host or use software to assist in the building of a webpage / website.

- a. Ease versus WYSIWYG (user does page layout), PageBuilder, Trellix, Publisher, Word
 - b. Working within preset limits versus Designing and potentially creating problems user won't know how to solve.
5. Graphic or photo guidelines related to file size, image size, and format.
- a. Software – inexpensive tool for a webpage that loads quickly, “lite” image manipulation packages MGI Photosuite, Adobe Photo Deluxe, Paint (Windows)
 - b. Images – size in pixels (explain pixels and compression briefly), format advantages, file sizes and download time relationship. HTML CODE for inserting images given with a “code warning”.
6. An intermediary level of instruction might be included (if time permits).
- a. How a template HTML page could be saved and used to create future pages by using Notepad, for instance, to change the information between comment tags.
 - b. “HTML Code warning” given, benefit is more control of their pages compared to free webspace templates.
 - c. Promotion of website through helpers offered by some web hosts.
7. E-Commerce -- the CBT will state that for e-commerce sites, the factors involved are more extensive and professionals should be consulted for a comprehensive view since security, cost, revenues and other factors will directly affect the company and its image.

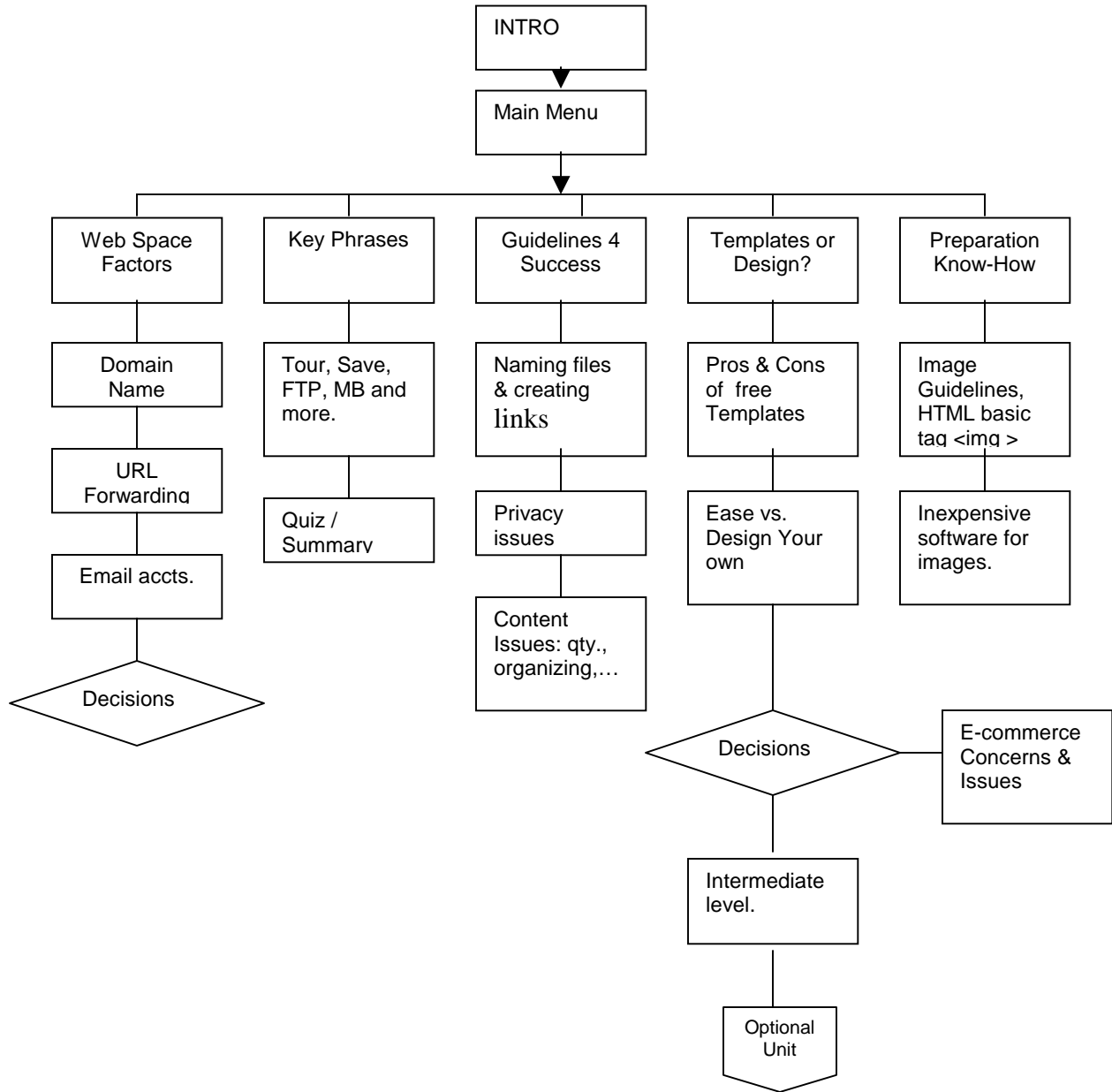
INTERACTIVE STRUCTURE

The audience of primarily women 35-60 will prefer a design that is straightforward with previous, next, and menu buttons. Short quizzes will be located at the end of most sections to make sure the material was mastered. The quizzes will not require mastery to move forward since no accreditation is provided.

The structure will be hierarchical because of the linear nature of the subject. However, the main menu will be available for exploration or jumps to other topics. Each content category has subsections that will utilize screen captures and relevant supporting images to clarify topic, for instance an arrow to point to a dropdown menu item...

Checklists for issues to consider, steps to follow, or comparisons will be summarized at the end of each section. The option of replaying that section will be made available at the end of each section, too.

CREATING A SIMPLE WEBSITE: Supplement for Seminar



INTERFACE

I will consider music for the intro and credits sections and have a button where the sound can be turned off or on. The intro will bring in elements of the interface with a combination of animation and transitions using fading in and out.

The actual module(s) will have left navigation where the main menu will always be available and include the major categories. Once you are in a category, the subsections will also be listed on the left. Design elements will frame the content material on the top, left, and bottom of the screen. The main menu will be text buttons.

The lower portion below the content will have navigation that will allow the user to go the next page or topic, return to the previous page, replay the current topic, or exit (and see the credits). The buttons will be graphics with easy-to-read text labels.

The graphic design elements will be soft and reassuring in appearance. Transitions between categories will be relatively fast but offer a break from the content. At some point, a transition showing some of the possible designs that they can use will be both inspiring and help build confidence for the user.

MEDIA ELEMENTS

Screen captures of the processes used to create simple websites will be included throughout. Of course, for captures of screens for Geocities.com or other web host companies, I will include a disclaimer that indicates their designs are subject to change and the captures are for illustration and educational purposes.

Much of the text could be narrated to reinforce the different learning styles that users may have. Since the CBT project is tentatively to be delivered via CD-Rom, file size is not a big issue as long as it is used appropriately and can be turned off or back on by the user.

Text will be medium in size since the age group targeted is more likely to have less acute vision than say 14-24 year olds. Hardware limits may also be a consideration. In most cases, the CD-Rom would be played on home equipment and often the hardware may be easily 2-5 years old. The Authorware player and any additional plug-ins and external files will need to be included on the CD-Rom.

Video may be a consideration if the illustrations are not giving the performance desired. Any needed players will need to be included on the CD-Rom.

A movie with possible designs moving across the screen in an interesting manner may be inspiring to the audience and give them ideas of what they can build.