

Get It Technique

Semantics

Content Manager. Initially most people described this area with the attributes of *Course Content* or *File Manager* (see Figure 10 for details). After entering the area, some users were confused as to what its purpose was while others assumed this was *File Manager* for a course (see Figure 11 for details). Very few people successfully understood this as a content management area that allows one to manage files and other content between their courses (see Table 2 for user reactions).

Success: User gave a general description that matches the actual functionality

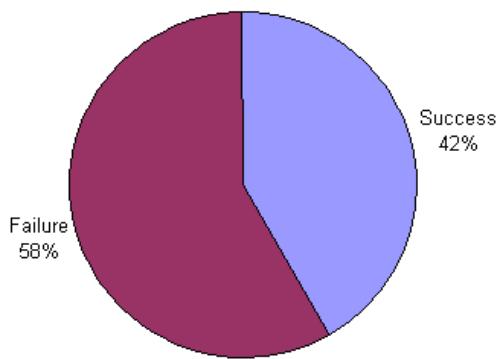


Figure 10. Success/Failure of Label: Content Manager (Before Entering)

Success: User displayed some understanding of what this interface is for and how to use it.

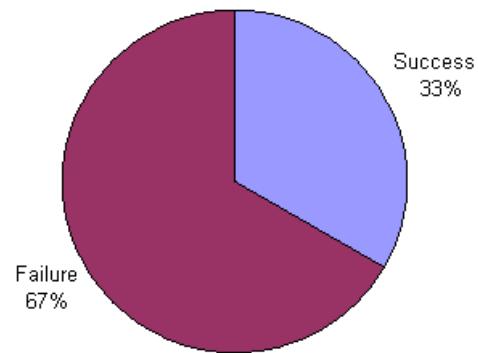


Figure 11. Success/Failure of Content Manager Area (After Entering)

User rating for potential ease of use of *Content Manager* area (1= Easy, 5 = Difficult): 2.4

Table 2. User Reaction to Label: Content Manager

"This seems like a common content like area... I hope it's beyond my course and allows everyone to share content... The page needs more instructions on it."
"...there's nothing in there. I expected to find a little more than that in there."
"...this is less than what I expected. It's not obvious what I would do."
"I expect content manager tab to show me anything that I have created within this space. Any files and modules. It should have options for functionality such as visibility, starting and end times and permissions."