

Project 1: Contrasting Instructions Assignment

Audience Needs Assessment

Scenario 1: I am a student at the University of New Haven who recently went home for the weekend to go to a family wedding. When the church ceremony was over and it was time to go to the reception, I called an Uber for myself and my family. When we arrived at the wedding reception all of the “older” folks in my family wanted to know how they can start calling uber’s when they did not want to drive somewhere. I told them I would make instructions and email them to the family. Since most of these family members are about 50 years old or older, they are not considered “tech savvy”, so these instructions will have to be extremely detailed so that they are able to understand them. I will be clear in these instructions from the first step to the last step. Any use of young people jargon will not tolerated by them, so I will keep it professional and easily comprehensible. Some of my family members will read this one or two times and understand, and others might have to go back, and re-read the instructions to really know how to complete the task.

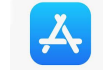
Scenario 2: I recently got a job with Uber in the communications field, one of the first tasks my boss assigned to me was to create an easy to read, simple list of instructions on how to call an uber. This will be used for first time Uber users who just simply do not know what to do. These set of instructions are targeted for people who have already downloaded the app, and can navigate themselves through technology but just need quick instructions on what to do next. In this set of instructions I will still be keeping it professional as Uber is a very professional company, but they will not be as detailed, and the first step of downloading the actual Uber app will be eliminated as these people already have the app. Uber is estimating that about 50% of users will barely skim this, and click “next” very quickly to move onto the next screen and the other 50% will read this more than once to truly understand how to use the app.

Scenario 1 instructions:

How to download the Uber app and call an Uber

These instructions will guide you step by step on how to download the Uber app for Iphones, and then call an Uber. Uber was started in 2009, but do not feel bad that you do not know how to use the app! It just became popular and familiar about four years ago, so plenty of people are still getting used to it! The total process will take about 10 minutes depending on how far the uber is from picking you up. I hope these instructions are useful to all of you!

Part 1: How to download the Uber app



Step 1: Open your Iphone and click on the “App Store” app

Step 2: Locate the “search” button on the bottom right hand of the page



Step 3: Click Search

Step 4: Type in “Uber”, click the “GET” button



Step 4: After you put in your Apple ID username and password, the app will begin to download

Part 2: How to call an uber

Step 1: Open the “Uber” app

Step 2: If “Uber” asks you to turn on location services, click “yes” to turn it on

Step 3: Locate where it says “Where to?” toward the middle or bottom of the screen

Good evening, Lauren

Where to?

Schedule

Step 4: Type the address of where you would like to go in the “where to?” search bar shown above

Step 5: Uber will then ask you if you want to order an “Uber X” (4 people), or an “Uber XL” (6 people) choose 1 option

Step 6: Click “confirm Uber X” (or XL)

Confirm UberX



Uber will tell you how far your driver is by showing you a gps of that car it will also provide you with the make and model of the car, and your driver’s name!

Scenario 2 instructions:

How to call an Uber; by Uber

Let us start by saying that Uber appreciates you downloading our app and giving our company a chance to give you a ride anywhere you need to go! These instructions below give a simple few step process on how to use our app to order a ride. These instructions will appear after the app download is complete, and to begin using the app users will have to click “next” after reading the instructions. We tried to keep it simple and easy for all users, we also keep it accessible at anytime under the “Info tab” while using the app!

How to call an Uber

Step 1: Make sure location services are turned ON for uber to know exactly where to pick you up, Uber will ask you where you are going with a search bar labeled “Where to?”

Step 2: In this search bar enter the address you need a ride to

Step 3: Uber will then show you the prices of an “UberX” and “Uber XL”, choose 1

Step 4: Uber will also show you how far a ride is from you above the prices with a gps located in your drivers car

Step 5: Click “Confirm Uber X” (or XL) located at the bottom of your screen

Step 6: Now set your pickup location, and click “Confirm Pickup”

Step 7: Uber will then show you the exact location of your driver, as well as the make and model of their car, and their name

DO NOT forget to ask the driver “who are you picking up?”, to ensure you are in the correct uber that you ordered

Happy Ubering! Look out for promotions to get 10% off your rides!

Reflection:

I utilized many of the things that I learned in Module 2 to complete this assignment. The first point I thought about was accessibility, and I wanted to keep both instructions extremely accessible to all of the users of it. For the first set of instructions that were emailed to my family, I made the headers large and gave a brief description of what I was giving instructions to. I also included in that description “Uber was started in 2009, but do not feel bad that you do not know how to use the app! It just became popular and familiar about four years ago, so plenty of people are still getting used to it!” This was to educate my family on Uber as they did not know about it, and also to give my readers some confidence, instead of having them feeling bad that they did not know how to use Uber. I emailed these instructions to them instead of printing them so that

they were accessible at any time, and so they could send to friends if needed! I tried to not use any technological jargon or “young people” jargon with the first set of instructions because I knew that my audience would not understand this. I kept it simple and concise for them, and also added a few pictures. The reasoning for the pictures I included in the first set of instructions was because I knew that some steps would be confusing for people who are not tech savvy, and I did not want them to become discouraged if they could not find something that I was explaining. An example of an instruction that I added a picture to was “Locate where it says ‘Where to?’ toward the middle or bottom of the screen”. After this instruction I inserted a picture of “where to” search bar so my users knew exactly what they were looking for. I did this so that my readers had clarity, and did not give up on step 4 if they could not find it. I also included a first set of short instructions on how to actually download the app in case any members of my family did not already have the app, or if they did not know how to download an app, I did this again for clarity for them.

For the second set of instructions I was still detailed, but in a different way. I knew I could connect to Uber users, as I am an Uber user! I did not include any pictures in this set of instructions because I felt that if someone could download the app, they were somewhat tech savvy and that they could find the icons themselves. I still tried to be concise as this was targeting people who had just downloaded the app, and I did not think they would read multiple paragraphs on how to call an Uber. The second set of instructions were shorter because I did not have to give details on how to download the app, as these users have already done so. I included some different steps in the second set of instructions such as “Step 9: DO NOT forget to ask the driver ‘who are you picking up?’, to ensure you are in the correct uber that you ordered”. This was because of the recent murdering of a young girl at the University of South Carolina who got into a car she thought was her uber, but ended up getting in a stranger’s car and being murdered. This was a crucial step to include because it is a safety precaution, Uber wants people to double, even triple check that they are getting into the correct car to avoid anything like that happening again. I included this also because this is supposed to be from the perspective of Uber, and I feel this is something they would find important to include. Another step I included in the second set of instructions was “Step 10: Happy Ubering! Look out for promotions to get 10% off your rides!” I added this at the end because Uber is a historically friendly company, and they always have promotions going on. This step lets users know that they can connect with the company, and save some money, leaving them feeling happy!