March 20, 2013

Brian Cronk, PhD
Professor and Psychology Department Chair
Missouri Western State University
4525 Downs Drive
St. Joseph, Mo 64507

RE: INTEREST POINT PROJECT

Dear Dr. Cronk:

This bid is for the purchase of educational software that would allow us to create a unique experimental environment to test User Experience methodologies remotely. In addition, the software could be employed within cognitive psychology, research methods, research team for data collection and demonstrations to showcase different psychological concepts (both online and in the classroom).

Some professors have expressed interest in using this software for their own research and teaching purposes. That is, the software allows easy remote data collection and easily demonstrates common psychological paradigms. We hope you are able to support this one year purchase as a trial period.

Sincerely,

Curtis Lauterbach
Graduate Student
4525 Downs Drive
Missouri Western State University
St. Joseph, Mo 64507

Dr. Brian Cronk (Chair):_____

Dr. Jeremiah Still :_____

Dr. Mary Still:_____

Dr. Christine Ziemer:_____

Abstract:

The psychology department is seeking a grant to expand upon its usability testing research. We are attempting to acquire funds to purchase software to collect data for testing the effects of experience on website feature layout with a new User Experience method. In addition, the purchase of this software will also be useful in increasing the knowledge of our undergraduate psychology students as it has tests that professors can use to demonstrate abstract concepts. Students can also use these tests in specific classes, such as, research methods to gather data that mimics the real world. Funding in the amount of $800.00 is requested for the cost of an annual professional account and software development.

Statement of Need:

Dr. Jeremiah Still and Dr. Chris Masciocchi have been researching the interest point method as an alternative to eye tracking for describe bottom-up attentional selection. Their method along with eye tracking are used to determine if web designers have important information located within the optimal areas within a website. Their interest point method has been found to be accurate, however, they have not tested for experience (i.e., novice web surfers versus professional web designers). That is what I want to test with Dr. Still. If the results from this study indicate that there are no significant differences between novices and professionals, then the interest point method could dramatically reduce costs for the web design community as it would only require rapid testing from professionals to determine if the material is in the optimal location.

ERTSlab.com Software Technology:

With a professional account, the software needed for our experiment would be created for the study as this method was recently developed and there are no tests designed to use the interest point method. This would allow researchers to gather data both remotely and on site as there are three groups. The remote testing allows researchers to gather data from professional website designers without the time and hassle of traveling to the site. This software also records results and places them into a spreadsheet that will drastically reduce the time for statistical analysis.

Other professors could create trial blocks with their own stimuli or use what is provided and determine trial length. Participants can be invited to go to the website, decreasing the wait time for data as multiple participants can complete the study remotely. Researchers have the ability to monitor in real time the results of their participants (both individually and as a total group) to determine performance trends.

The professional account will also give professor's access to a library of tests that they can demonstrate an abstract concept during the class. In some classes such as cognitive psychology and research teams where concepts are more complex and abstract, professors can send out to their students to complete online and display the data analysis

during the same class period or wait. Some undergraduates in research teams could access the test library and use these for data collection.

Invoice Sheet:

The budget includes funds for the annual professional subscription. The development of the software for the study is included in this cost. This software will allow us to collect large amounts of data remotely and onsite in a short period of time, assist professors in teaching abstract psychological concepts in their course, and provide data collection for basic tests for students in research teams courses.

Quantity	Description of item	Price per unit	Price
1	Professional account (software development included)	$800.00	$800.00
		Total	$800.00
		Tax	$0.00
		Grand total	**$800.00**