

Institutional Instruction Revision – Texas Tech Commencement Ticket Instructions

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For: Texas Tech University Commencement Organizer

RE: Proposed revision of TTU Commencement Ticket Instructions for Graduates of May 2021

Introduction

The Texas Tech University May 2021 Commencement is being held at the Jones Stadium this year and students and family attending must ‘purchase’ tickets. The event coordinator for commencement recently sent all graduates an email with a PDF instruction set on how to purchase seat tickets for all guests attending the ceremony. As I completed the instructions, I found a few errors and/or steps that could be enhanced for better usability and effectiveness. I’ve proposed to revise the screen images used to instruct the user and a few grammar instances. These revisions will improve the clarity of the instructions for all students who are faced with the task of commencement ticket purchasing.

Description of current issues with Texas Tech Commencement Ticket Instructional Material

As stated previously, there are some issues with the numerical order, the word choice, and the lack of direction available on the images themselves.

Starting with the numerical order, there is confusion from step 3 to step 4. After clicking “Next” on step 3, the page skips from step 4 to step 5. Users may get confused and think they need to exit the current page and log in once more. It seems that the writer broke up the instructions into 2 sections: “Registering Your Account” and “Claiming Your Commencement Tickets.” This aspect is helpful in terms of efficiency but could also make the user think that a section may be skipped.

Moving on to word choice, I noticed an “and/&” missing from a sentence. While not a huge issue, leaving it out may cause slight confusion for the user. An instance of this error can be seen in step “8” when it states, “Verify your account information click “Place Your Order.”

Lastly, with visuals, it’s beneficial that the instructional writer provided a screen image of each page/step. As a visual learner myself, I appreciate the pictures, but I noticed a feature missing: arrows and icons.

Proposed revision to correct order, word choice, and visuals

The numerical order of the instructions should be broken up into two sections. This can be done by numbering the “Registering Your Account” section as steps 1-3 followed by numbering the “Claiming Your Commencement Tickets” as steps 1-6.

In fixing the word choice/grammar issue, I would simply add in the word “and/&” to the current step “8” (proposed step 5).

Lastly, adding to the images, I would create a simple arrow icon for each step that points out what area needs manipulation/focus. For instance, step “5” would include an arrow or curser icon pointed to the “find tickets” button.

Explanation/Reasoning behind proposed revisions

Regarding the numerical order, technically, users could skip over step “4” if they had just completed the first section of “Registering Your Account.” Therefore, having separate sets of numbers for each section of the instructions makes more sense for the efficiency of the document.

In terms of grammar, adding in the left out “and/&” to the sentence will make more sense for the user and will eliminate any sort of confusion that could occur otherwise.

Finally, with arrows or a “curser” icon at each step, it’s easier for the user to see what they need to focus and click on the page. Each step can benefit from an arrow or icon that highlights what needs to be manipulated on the page.

Mock-up of proposed revision

Texas Tech University Commencement
Guest Ticket Claim Process



References

Texas Tech University Commencement
Guest Ticket Claim Process

