

Needs Assessment

Background of the Problem

The Xbox 360 is one of the leading game systems in the world, and Xbox Live, its main feature, is growing every day. As of early 2011, the number of Xbox 360 consoles shipped around the world exceeded 50 million. Along with the steady increase of consoles, the number of Xbox Live accounts surpassed 30 million. With Microsoft continuously expanding and adding features to reach all audiences, these numbers can only go up. Xbox Live gives the user many options of things they can do with their Xbox. One can watch ESPN, go to YouTube, watch their favorite show on Netflix, or stay updated with the news on MSNBC.

Consumers who buy the Xbox 360 are unable or have difficulty connecting to Xbox Live correctly. They have to either get online to research a problem or call Microsoft to have them assist them throughout the process. If consumers have difficulty connecting to Xbox Live, it is likely that they will not be excited to use the products or the features Microsoft has to offer. This causes frustration to the consumer and loss of business to Microsoft.

Problem Statement

Microsoft does not adequately instruct their consumers on how to connect to Xbox Live. The instructional need will be analyzed by interviews and researching about the problem on the computer. This instruction will be a print based document for the consumer to look through.

Needs Analysis

Research on the Internet and interviews provided most of the data collected. During the research, I found that one of the main problems users had with their Xbox was initial setup and connecting to Live. There are many articles in community forums about problems connecting to Xbox Live on Yahoo and Google. Also many people have turned to YouTube to let others know how they were able to fix certain issues.

The interviews conducted were with people who had experience in setting up Xbox Live. The survey consisted of the following questions:

- ⤴ When did you first receive Xbox Live?
- ⤴ What prior knowledge did you have before installing it?
- ⤴ How long did the installation take you?
- ⤴ Did you turn to outside resources for help?
- ⤴ If so, which ones?

Out of the ten people surveyed, most took a while to set up their Xbox Live accounts and turned to outside sources to help them. There was a direct connection from prior knowledge to installation time length. If a user had prior knowledge on consoles and the Internet, the installation did not take long. Five out of the seven people who turned to help used an online article, and the other two used video based assistance.

Rationale for the Need for Instruction

Instruction is the best for this problem because it would be the most efficient. Microsoft could

change up the process of installing Xbox Live, but that would require new software, programming, and new parts to the Xbox 360. In addition, changing up the system would mean you have to update the systems that are already bought and installed. Instruction seems to be the most cost efficient way and also the way to keep everyone happy.

Using the research from the survey, I concluded that print based instruction would be a better approach than using video instruction. Most consumers that run into a problem connecting usually have a specific part that they get stuck on. A print based instruction would help the user navigate much easier and solve their problem quicker. The user will be able to look at headings or pictures and determine if the part is necessary for them to learn.

Instructional Goal Statement

One should be able to recognize and learn the steps for installing Xbox Live, therefore making the installation process quick and easy.

Scope Statement

This project will accomplish creating instruction that consumers of the Xbox 360 and Xbox Live can use to help the installation process easier and faster. The consumer will have knowledge in:

- ⤴ Setting up Xbox 360
 - *This includes recognizing ports that the console and the television have, and being able to connect the two using the given cables.*
- ⤴ Connecting to the Internet
 - *This includes determining which approach (wired or wireless) you will use to connect your Xbox 360 to the internet, and being able to plug cables into the right ports.*
- ⤴ Navigating through the interface
 - *This includes being able maneuver your way around the software to reach screen where you can input sign up information and customize different account features.*

Constraints to the project include problems with my personal Xbox 360 and Xbox Live as a reference. Since I will be using mine to cover basic steps and have pictures, I need it fully functional. Assumptions for the instruction are that user has an Xbox 360, Internet connection, necessary cables, and Xbox Live Membership Card. Deliverables include goal analysis, learning objectives, assessment items, prototype, and final instruction. The procedure for aspects being modified includes consulting possible changes with Dr. Codone.