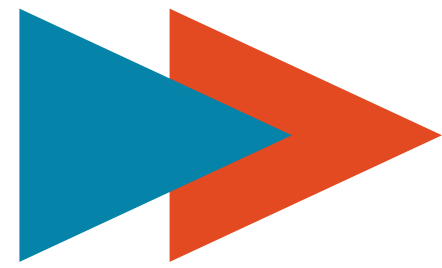


Developing a User Profile

Aide for Action



Introduction

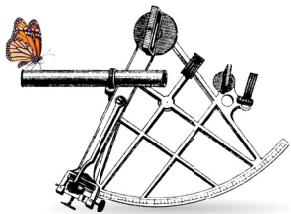
One of the central challenges of any evaluation is to get a strong grasp of what the primary user of the assessment wants to explore and how the evaluators can organize the evaluation so that its most useful for them.

The User Profile Worksheet and User Profile Card explore the primary users' questions, what kind of decisions they will make with the answers to the questions, their preferences for how the assessment should be conducted, and when they need the evaluation feedback.



The Steps

- 1 Confirm the names, organization and role of the primary users of the evaluation.
- 2 Interview each primary user using the questions posed on the User Profile Worksheet
- 3 Compile their questions in a user profile format which the evaluation team can refer to when designing the evaluation scope of work and evaluation instruments.



User Profile Worksheet

Primary User	QUESTIONS: What are your evaluation questions?	USE: What kinds of decisions will you make with the answers to these questions? (See Tip 1)	PREFERENCES: What are your preferences for you how we design the evaluation or communicate its findings? (See Tip 2)	WINDOWS: When do you need the evaluation findings?
1.				
2.				
3.				
4.				
5.				

Tips

- 1. See the Evaluation Table on the following page.
- 2. If primary users are stuck, ask them to share their best evaluation experience, what made it positive, and what they would like to see repeated. Alternatively, ask them about their worst experience with evaluation, and what we should avoid in this assessment.