

## **Informal Learning Project Proposal**

Scott Simpson :: EDTEC 671 :: March 26, 2011

I would like to create informational screens for customers waiting in line for computer service. Having worked as a Mac Genius for a few years, I was often in the position of explaining the basic ideas and parts of a computer to customers. There was often a tight time constraint on our conversation and, more often than not, an emotional aspect because the customer was frustrated with his or her computer not working. Apple presented some good general screens, which mostly related to their products (touting features of iPods, iPhoto, etc.) but didn't focus as much on the basic parts of a computer.

Explaining to a senior citizen why she needs to buy a little circuit board of RAM for her year-old computer is, at best, an abstract conversation. I think that presenting each component of a computer on a screen in a short series of slides might provide a useful, passive, informal learning opportunity. Chances are, the waiting customers would be able to see the information a few times and internalize it before being faced with a technician using unfamiliar terminology.

These screens would make use of familiar metaphors to attempt to explain to non-savvy users what the different general components and concepts behind modern computers are.