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# Site to be redeveloped: <https://itcodefair.cdu.edu.au/>

# **Assumptions Worksheet**

## Business Assumptions

1. I believe the users have a need to:

Search any events that are happening at the moment or the past related to IT where the user can improve their IT skills.

1. These needs can be solved with:

The tool where the redeveloped site shows any events that are happening or any information that can help users to achieve their goals.

1. My initial users are:

IT students from CDU, IT professors from CDU and any people who are interested in IT in the Darwin region.

1. The #1 value a user wants to get out of my website is:

The useful information of what is the event about which is happening at the moment.

1. They can also get these additional benefits:

Meet professionals during the events, and students or professionals who may share their useful tips or skills to audiences.

1. I will acquire most of my users through:

IT students at CDU.

1. [ I will make money by: ]

No money is involved in this project

1. My primary competition in the market is:

Similar event regarding to IT code Fair

1. We will be better because:

We are the only event in the NT region and gathering lots of the professionals from everywhere.

1. My biggest product risk is:

Students do not know what the product is about and how to use the product.

1. We will solve this through:

Walk through with students who need help from us and from the website as well.

1. We will know we are successful when we see the following changes in user behaviour：

The registration form has been signed up by many users.

1. What other assumptions do we have that if proven false will cause our business/project to fail：
2. If the user experience is good or bad from the user end.
3. If the web design is good by using good coding and interaction design such as buttons, pictures or videos.

## User Assumptions

1. Who is the user?

IT students at CDU.

1. Where does our product/website fit in their work or life?

Fit in during their University life and pre-work life where they can get more idea of what IT jobs like and get more skills during the event.

1. What problems does our product/ website solve?

It solves the needs of users who want to get more idea of what IT jobs like.

1. When and how is our product website / used?

It can be used at any time. It can be used for when the user needs to search any related IT event in Darwin.

1. What features are important?

The information of the events, what is the website designed for, etc.

1. How should our product/ website look and behave:

Keep our design balanced, compartmentalize our design by using grids, pick two or three base colors at most of our design and try to make the graphics go well together, improve our website typography.