



University
of Regina

Faculty of
Engineering and
Applied Science

ENSE 885aw – (Researching) People-Centered Design, Spring 2020

Design Project Documentation & Key Requirements

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Process: Design Thinking/Fast Feedback Cycle, User Story Mapping (USM), Minimum Viable Products (MVP)

Project management software: GitHub, StoriesOnBoard, Adobe XD, Microsoft Office/365, Adobe Acrobat

Problem definition: Regional Center of Expertise (RCE) on Education for Sustainable Development Saskatchewan's current webpages was not well organized. There was a lot of content containing recent activities and appeared to be one long document. The resources looked unorganized on the home page. The design seemed complex and confusing and the goals of RCE Saskatchewan was not clear.

A project vision: The vision of this design project is to organize the content on RCE Saskatchewan's webpages. The website should be an interactive way to present the organization's work to their target audience. The vision would be to design a webpage that meets the expectations of the local sustainability leaders and the current community members. RCE Saskatchewan is also looking for an active presence on social media including blogging, YouTube, Instagram, and Facebook.

Rationale: If the homepage is disorganized and lengthy, the target audience will not have the patience to sit and go through the home page to find the information they need. The seventeen goals of RCE Saskatchewan are not clearly laid out on the website which should be easily visible. Content like daily events, documentation, news, recent activities need to be separated and laid out in a

clear and concise manner that the user can easily follow. The client is also interested in staying relevant with social media to be accessible to a wider demographic user base.

Stakeholders and north star customer: Local sustainability leaders are the north star customers and any small changes they make help to influence the current local members of this community, the carryover customers, into achieving their greater goals.

Assumptions: The assumption is that the client approves all changes being made to the website and provides any additional required information according to the project's timeline.

Constraints: A seeable constraint is that the client is not familiar with web design and may need to be explained technical design changes in more user-friendly descriptions. The web site also needs to maintain a strong security to protect the client's information and privacy, but this design will not take this into consideration. The project can also have constraints like deadline, lack of resources and customer satisfaction.

Key needs and requirements: The key requirements are the following:

- Re-order the following:
 - News
 - Events
 - Publications
 - Documentation
- The website will require a blog where members of the community and leaders can share their work
- A separate section for the following:
 - daily reminders
 - latest news and events
 - documents sorted by their perspective year to alleviate any confusion
- Information will also need to be removed from the homepage to make it have a cleaner appearance
- Add links to Instagram, YouTube, Facebook and Twitter

Customer Eco-System Map with illustrated carryover:

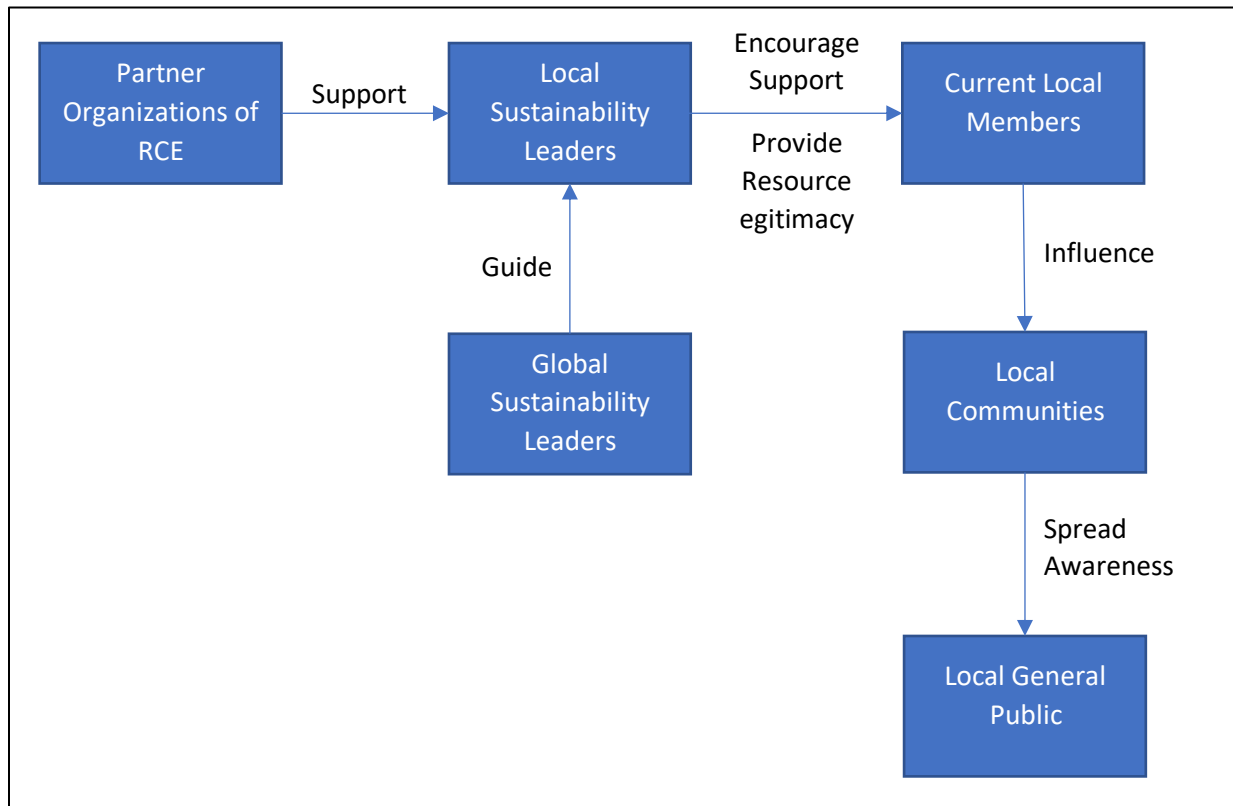


Figure 1 Customer Ecosystem Map

Empathy mapping of Key/target Users:

Users: Local Sustainability Leaders, Current Members

SAYS: Lack of inspiration, confusion, lot of content, not organized, Social media presence, Security issues, Blog

THINKS: Goals are not clear, lack of organization, webpages are not encouraging, webpages are not user friendly and interactive for new and current members, design issues

FEELS: webpages are not showing the work in organized way

DOS: need a new user friendly, organized design that would be interactive and simple to use.