

## **ENSE 471 Lab 1.2 Target Customers & Observer(s)**

**Staff:** Think primary users are prospective students and current students and their families. Want balance that for prospective students in regards to information (either international or domestic). Another big user is graduate students (looking for things like research work, type of courses interested in, profs, etc.). Graduate students can be considered prospective and also current students. Finally, people interested in collaborating with professors (other institutes, researchers, similar work/help with their research problem)

A major consideration is that the engineering website is part of a bigger site (i.e. the UofR itself) so there are expectations to look similar and flow better (has been an issue in the past i.e. different colours, logo, etc. they want continuity). They are looking for an iGntuitive site and they want information that is easy to find, easy to navigate, etc.

Another problem is keeping information current (policies, information, etc.) and that knowing a lot of the information is not always engineering policy. They want a way to be able to deal with it, broken links, changing website links, etc.

**Trevor:** Intranet better for faculty (forms and such) and not really this project, but for the public site the website is “our face to the world”. An important note is that dead links are bad and can be frustrating, confusing, annoying, etc.

One thing to consider is that all departments should be branded and to look the same (layouts, look, and feel should be constant throughout). Our site should have our descriptions, courses, etc.

Another consideration is to think of adding social media elements to the website such as Facebook or Twitter. These social media channels could be run by students (most likely 4<sup>th</sup> years) and can showcase GitHubs, projects, events, etc.

### **Focus Groups**

**Future grads/students:** Ali

**Current grads/students:** Shayan

**Faculty:** Evan