Lab 1.2 Target Customers & Observer(s): Affinity Diagram

Not visually Hard to **Bad aspect** Low use of pictures vs text appealing navigate ratio Unsure how to Want more info Bad use of Low go back on on schedules, desirability white space webpages tution, etc. Some links go to Outdated Incomplete **Bad layout** external sites, information information but shouldn't Similar look Balance of info for Collaboration More graduate international & information information to UofR site domestic students Way to deal with Site should be Social Media broken/outdate "our face to the Extension (Facebook, twitter, etc.) links/info world" Information **Functionality** User Interface Low Similar look Outdate Hard to More graduate desirablity to UofR site information information navigate Bad use of Site should be Unsure how to Incomplete Collaboration "our face to the go back on white space information information world" webpages Want more info Some links go to **Bad layout** on schedules. external sites, tution, etc. but shouldn't Social Media Bad aspect Low use of Extension (Facebook pictures vs text twitter, etc.) ratio Way to deal with Balance of info for Not visually international & broken/outdate appealing domestic students links/info