SAY

-Site can benefit from social media

-Can't get rid of all duplicated info

-We can have similar look for all disciplines since they are all through one department

-Design is too busy

-Site should be oriented to the students

STAKEHOLDER

Faculty & Staff

THINK

-Clicking back button should be easy and take me to home

-Information should be reliable and helpful

FEEL

-Frustrated or confused when design is too busy or too much information

-Frustrated when leaving to external sites and can't come back

DO

-Using links should open new tab

-Going back should be easy

-Finding information about students, events, professors, etc.

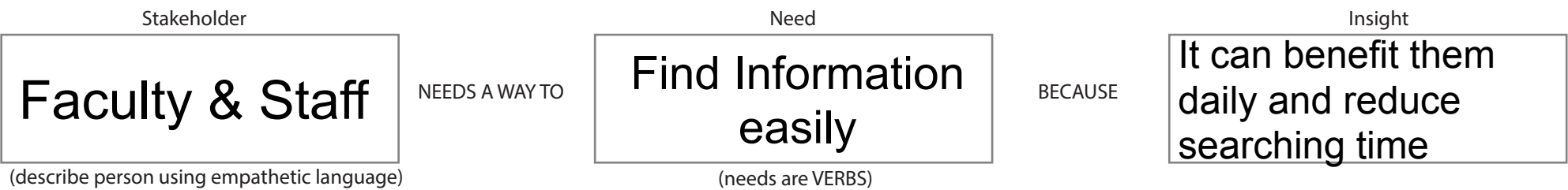## ϙ Insights

-Did not like any of our designs

-Desired more white space

-Home page should have larger banner/options for students

Problem statement

Stakeholder		Need		Insight
Faculty & Staff	NEEDS A WAY TO	Find Information easily	BECAUSE	It can benefit them daily and reduce searching time
(describe person using empathetic language)		(needs are VERBS)		