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

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Some links go to external sites, but shouldn't	Incomplete information	Outdated information	Bad layout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

User Interface

- Low desirablity
- Similar look to UofR site
- Bad use of white space
- Site should be "our face to the world"
- Bad layout
- Bad aspect ratio
- Not visually appealing

Information

- Outdate information
- More graduate information
- Incomplete information
- Collaboration information
- Want more info on schedules, tution, etc.
- Low use of pictures vs text
- Balance of info for international & domestic students

Functionality

- Hard to navigate
- Unsure how to go back on webpages
- Some links go to external sites, but shouldn't
- Social Media Extension (Facebook, twitter, etc.)
- Way to deal with broken/outdate links/info