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**RIT CROATIA**

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User Experience

**23rd February 2021**

**AUDIENCE**

We think that anyone outside the RIT community (except for the people who are looking to become a part of the community) would not have much interest in buying RIT branded clothing. Since we are targeting a smaller audience, we want to give off a feeling of togetherness and belonging. As previously mentioned in the Site Goals, we will provide petitions for designs, but we also plan on asking students from all year levels if they want to share their stories or jokes connected to certain people or groups in their generation and represent them in the best light.

### 

**PERSONAS**

### *Carmelo Anthony*

|  |  |
| --- | --- |
|  | * **Born in Rochester, New York** * **Studies at RIT Zagreb** * **18** * **Student (not the NBA player)** |

*“I want to feel like I belong here… Maybe I would meet more people outside of the campus if they knew I went to RIT Croatia”*

Melo left Rochester with his family as both his mother and father found work in Zagreb. He decided to apply to the RIT Web & Mobile course as he has always been around computers which made him feel like he should study something related to his experience. He’s a bit shy, but since everyone has been jokingly referencing him to the NBA player of the same name through the entirety of his life, he has developed good social abilities to meet new people and create a couple of friends.

Since his parents have always been adamant about living in Croatia once the opportunity comes up, he has never been against it since he believes in the choice of his parents, but now he has found himself in a position where he knows nothing about the culture of Croatians, except for the joke that a bald guy explained to him in a Bolt pickup one time regarding petrol that is going somewhere... “Ide gas” is the expression in Croatian.

### *Matija Škoro*

|  |  |
| --- | --- |
|  | * **Dubrovnik, Croatia** * **20** * **Student** |

*“(Translated from Croatian) Since my dad is practically a modern-day legend, I get noticed everywhere for what he has accomplished… Why does nobody ask me about my personal achievements, most notably the one that allowed me to personally pay off my college”*

Matija has been the Croatian version of what Kim Kardashian’s kids go through on a daily basis: paparazzi’s, fame, and the lack of personal privacy. This is why he has always felt that if he does anything unrelated to what his father does on the big stage, he would be considered a failure. He decided to take faith into his own hands, and now he is the proud owner of a business which is most famous for first importing and providing Reese’s to popular chains of stores such as Muller and Interspar all across Croatia.

Two years ago, he realized that he doesn’t really know all that much about the world in which now he has now found himself in, so in order to keep the business going, he applied to the IB course at RIT Croatia. The media have talked about his business success, but he is still mostly noticed because of his famous last name. He feels as such that the narrative would change if people were reminded of what he has achieved if he is to wear it across his chest.

# SCENARIOS

Here are some of the stories that we have come up with:

|  |  |
| --- | --- |
| **User Task Profile Targeted** | Student |
| **Subject Persona** | Marko Obšivać |
| **Scenario Description** | Buy a sweatshirt and sweatpants |

**Background:**

Marko Obšivać loves sweats just as much as he loves RIT, for a while he was thinking about getting an RIT T-shirt, but after hearing about the matching sweatshirt and sweatpants that were now in stock on The SpiRIT Club Shop on the SG Instagram account, he was ready to post all about it on his Instagram!

**Objective:**

He needs to purchase sweats on the web shop.

**Narrative:**

Marko pulls out his phone and types in SpiRIT on his browser, or he goes to the official Instagram page where the link is in the bio.

|  |  |
| --- | --- |
| **User Task Profile Targeted** | Student |
| **Subject Persona** | Karlo Longin |
| **Scenario Description** | Buy a hoodie |

**Background:**

When Karlo Longin arrived on the RIT Croatia Zagreb campus, he felt like he knew it was the right decision. While walking around the halls, he noticed a couple of students wearing T-shirts with RIT spread across the chest. He asks the receptionist where he can buy them.

**Objective:**

Karlo needs to find out where to search for RIT Croatia merchandise

**Narrative:**

The receptionist either doesn’t know, or they point to Google. Eventually, he asks a friend or searches the web for “RIT Croatia merchandise” when The SpiRIT Club Shop pops up. There, he buys the clothes.

# COMPETITIVE ANALYSIS

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| --- | --- | --- | --- | --- |
| GENERAL SITE FEATURES | The Harvard Shop | University of Oxford shop | RIT Barnes & Noble | Georgetown Barnes & Noble |
| Site design (1-10)  Navigation (1-10) | 9  10 | 7  8 | 7  7 | 7  7 |
| Bookmarkable URLs  Layout (1 – 10) | YES  9 | YES  6 | YES  7 | YES  7 |
| Look and feel (1- 10)  Advertising allowed | 9  X | 7  X | 6  X | 6  X |
| Personalization | | | | |
| Email newsletter | YES | YES | YES | YES |
| Saved searches | YES | YES | YES | YES |
| Technology | | | | |
| Bootstrap | X | X | X | X |
| JavaScript | YES | YES | YES | YES |