memo

To: Ben O'Connor

From: Lu Han

Date: February 22nd, 2022

Subject: Website Proposal and User Analysis

Club for Augmented and Virtual Reality at CSU (CSU ARVR) is a club studying and experimenting on how Augmented Reality (AR) and Virtual Reality (VR) will affect many fields students at CSU are pursuing. Our club also aims to foster an environment where people can learn to develop both AR and VR using Unity. Currently, we are presenting information related to AR and VR and hosting workshops on Unity development biweekly.

The targeted audiences for our club will mainly be high school students and CSU undergraduates who are interested in both CSU and AR/VR technology. Since the targeted audiences are mostly high school and college students, they are highly likely to be Generation Z who are exposed to internet technology at young age, tech-savvy, and tend do search information through website and social media networks. Another characteristic of Generation Z is being high reliant on the mobile devices.

The first objective for the club website is to create a user-friendly site since Generation Z use mobile devices heavily. Second objective is to provide quality, well-organized and up-to-date content on the website, because Generation Z are tech-savvy and like to search information on the internet. From users' perspective, when they open the website, they are expecting to view the content related to latest AR/VR technologies, and latest developments tutorials/tips of AR/VR technology. The content must be accurate and concise. It will be ideal if a Q&A section is available for any potential problems that the users may encounter. User might also want to view the past projects of the club so that users know what they could potentially build in the future after joining the club.

Therefore, the topics covered on the website will mainly focus on the recent events which talks about the general and latest information related to AR/VR, the learning resources of Unity, and the past projects the club has developed. Meanwhile, the information of current club officers will also be available for users if they want to reach out to the club.

Currently, the wireframe of the home page has been finished, I will try to finish wireframes for the rest of pages before Spring Break. Since the content will be uploaded on a biweekly basis, the plan is to use WordPress to render the content at the end of semester, and the management should be passed from current maintainer to next maintainer within the club officers.

Sincerely,

Lu Han