

Name: Kalecia McNeal

Team #: 11

Client Organization: MAK Group

URL: <https://runningintheusa.com/>

BRAINSTORMING ACTIVITY: UNDERSTANDING YOUR USERS

This brainstorming activity is designed to walk you through the types of questions you should be asking to get a better understanding of who you should be designing the site for.

INSTRUCTIONS:

- Download and complete this form. This is an individual activity.
- Identify 3 to 4 main target user groups of the site.
- For each user group, answer the following questions comprehensively. Use bullet points to flesh out these points.
- Post the completed form on the Canvas discussion board as indicated in the course schedule. You must be present during class to get credit for in-class activities.

TARGET USER GROUP #1: Sophomore college athlete who enjoys running races in spare time

What tasks are they most likely going to want to do on the site?	<ul style="list-style-type: none"> • Find local races around their college • Looking for the sign-up for the local club • Planning dates for their next race
What information are they most likely to seek on the site?	<ul style="list-style-type: none"> • Locate Event times and dates • The information for an application to a club • The place to join events • To check current posts on Facebook • Finding different types of race events
What information architecture components will they most likely use the most?	<ul style="list-style-type: none"> • The drop-down menu • Navigation buttons at the bottom • Facebook Feed

TARGET USER GROUP #2: Race Organizer

What tasks are they most likely going to want to do on the site?	<ul style="list-style-type: none"> • Fill Out/Submit A Race Form • Verify Info on the Site • View the Submission Guidelines
What information are they most likely to seek on the site?	<ul style="list-style-type: none"> • The location to submit their race • The guidelines on how to submit their race • If their race is already on the site • If other races are at the same and time • The Information on their race •

What information architecture components will they most likely use the most?	<ul style="list-style-type: none">• The search categories in the drop-down menu• The Submit A Race Form• The Log-In Page
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