**Audience Profile Sheet**

Audiences: Freshman students at UNT

Genders: Male and female

Reader’s Education: freshman (under 30 hours)

Major: all majors

Reader’s Background: Both transfer and non-transfer students

* Reader’s Experience and Knowledge with Programs:
* MyUNT: Ranging from Beginner to Advanced
* EagleConnect: Ranging from Newbie to Advanced
* Eagle Network: Roughly 50% of freshman students do not know what it is => little experience. Newbie to intermediate
* Blackboard: Ranging from Beginner to Intermediate
* EUID and Password. Beginner to Advanced
* Reader’s Expectation of the Programs:
* MyUNT: Professional looking and easy to navigate
* EagleConnect: Easy to sign-in and navigate; Easy access to features such as: Calendar, Word online, Excel online, etc.
* Eagle Network: Easy sign-in; Simple process in uploading resumes, cover letters, and looking as well as applying for jobs; expect to be informed and instructed about the tool
* Blackboard: Simple and easy to navigate; No maintenance issue; expect to have instruction at first;
* EUID and Password: Clear distinguishment between EUID and student ID; clear instruction and criteria for password.
* Reader’s Purpose in Using Programs:
* MyUNT: Enrolling classes, financial aid, access to email and other tools
* EagleConnect: Check emails
* Eagle Network: Jobs
* Blackboard: Check grades and announcement
* EUID and Password: To access tools
* Reader’s Attitudes toward Programs:
* MyUNT: Approximately 34% of freshman students struggle with navigating and finding information on MyUNT
* EagleConnect: Most students prefer the online version (website) to the app; they often struggle with sign-in and –out; but they think it is simple to navigate it and it looks professional
* Eagle Network: They have little knowledge of it. For those who do, they have problems signing in, submitting applications.
* Blackboard: around 93% think it is simple to navigate and use blackboard. 40% students do not have issue with blackboard maintenance, while 34% do not care about maintenance, and 26% say that blackboard maintenance is bothersome.
* EUID and Password: 94% people were incorrect about what programs/tools you can use the same password for; 29% students know when to change their passwords (how long one password is acceptable).
* Reader’s Wants/Needs Preferences:
* User-friendly instructions to use the tools;
* Clear information about the usage/features and the benefits of the tools;
* Easiness in navigation and using.