**Target Audience:**

The demographics of the target audience for this site are early 20’s, those who make possibly 20,000-30,000 dollars, those who are still in school (most likely college), and anywhere in the world since this is a free website! The site meets the needs of the visitor because you can easily download a high quality free image with all option buttons viewable and easy to access. The content is organized with the navigation bar on top (that appears and disappears depending on the way you scroll), the name of the who posted the photo, the photo, the ability to like or comment, and then the download button (which enables you to save the photo to your device). The site made the mobile experience more enjoyable by making sure you did not have to scroll sideways or zoom in to read the text. You can still zoom in on the site, but there were not any buttons that were not able to be easily seen by the viewer. Yes, this site facilitated those in a mobile environment simply by the entire layout and organization of the website. It was easy to read everything, navigate around the site, and accomplish what was needed from the site.

**Persona:**

|  |  |
| --- | --- |
| **Persona:** | Student at Brigham Young University-Idaho |
| **Photo:** |  |
| **Fictional name:** | McCall Ryan |
| **Job title/ major responsibilities:** | Current Student / Employed by Art Department  at BYU-Idaho |
| **Demographics:** | * 21 years old * Married * Full time student * Graphic Design Major |
| **Goals and tasks:** | She is a hardworking student who dedicates a lot of time  to studying and receiving good grades in her classes.  She works as a graphic designer for the art department  at her University and requires resources for various  projects and presentations :   * Creating presentations * Completing assignments * Designing new material * Teaching design basics to peers |
| **Environment:** | Always has her smart phone on hand to check calls,  messages, and emails. Has a constant Wi-Fi connection  and almost always uses her computers to create  necessary projects and presentations. Sometimes she  uses her phone to get ahead when she doesn’t have her  laptop on hand. |
| **Quote:** | “I need the perfect picture to describe that principle  of design.” |

**Site Contrast:**

unsplash.com **vs**. byui.edu

1. Unsplash did a good job of knowing who their audience was because that allowed for an easy way to navigate their site and the ability to download free, high-quality pictures. In contrast, byui.edu did not do a good job of this because they have not made it simple to navigate around their site on a mobile device which goes against their target audience because almost all college students have smart phones.
2. Unsplash met the needs of their audience by having a clear button to download the needed pictures. On the other hand, byui.edu has not met the needs of their audience because their website does not have an easy way to navigate to the needed pages and requires extensive focus and time to achieve what is needed.
3. On the site unsplash, they made their content clearly organized without the need to scroll to the side or zoom in on any text. Byui.edu has not made their site easily visible or organized in any way. The navigation bar on the site is hardly visible and does not ensure easy access to other pages on the site.
4. Yes, unsplash facilitated those using a mobile device because of the alignment, organization, typography, and many other necessary principles of design. No, byui.edu did not facilitate the needs of a mobile user because of their lack of alignment, clarity, small and unclear font, and many other issues. Overall, unsplash was a much more enjoyable site and a lot more mobile friendly.