

Team Worksheet 2 – CS545

Name of Project: Attila's Atlas

List of Team Members:

Abhishek Yadav,
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Maddie Johnson,
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What is your target population?

Our target population is students at Stevens, primarily freshman or transfer students.

What is the Primary E you are trying to improve?

Navigation and wayfinding on campus is the primary focus of the web app, designed specifically to meet the needs of students and faculty. Our target population requires the ability to efficiently plan routes and easily locate buildings and facilities, which is why the "E" in this case refers to the overall user experience of navigation and wayfinding on campus that our web app is striving to improve.

How will you measure improvement of the E you selected?

This improvement will be measured by tracking metrics such as the time taken for users to complete their routes, their level of satisfaction with the app's functionality, and the number of errors or misdirections encountered.

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For example census information, gaming industry information, questionnaire/survey .

Our group will gather data for the basis of our persona by conducting student surveys and interviews. This method will allow us to directly gather information from the target

population of our web app, and better understand their needs, behaviors, and preferences. Additionally, we will gather data from other navigation and wayfinding applications or tools used on college and university campuses. This information will provide insights into industry standards, common user experience challenges, and best practices in navigation and wayfinding in higher education environments. By combining these two sources of data, we will be able to develop a comprehensive and accurate persona that accurately represents our target population and their needs.