SAY

- Separate current and future students.
- Need more refined info for current students, like current classes, etc.
- Information is not organized properly.
- Links redirect to a completely different page.
- There are so many broken links on the web page.

STAKEHOLDER

FUTURE STUDENTS

THINK

- The website is all over the place right now so if the separation between students happens, there will be ease of navigation.
- They think we should have detailed information regarding each program.

DO

- They told us about their concerns on being able to find the information they want directly.

FEEL

- They feel the separation between current and future students is a good idea, as future students can have a section of their own. (Own perspective)
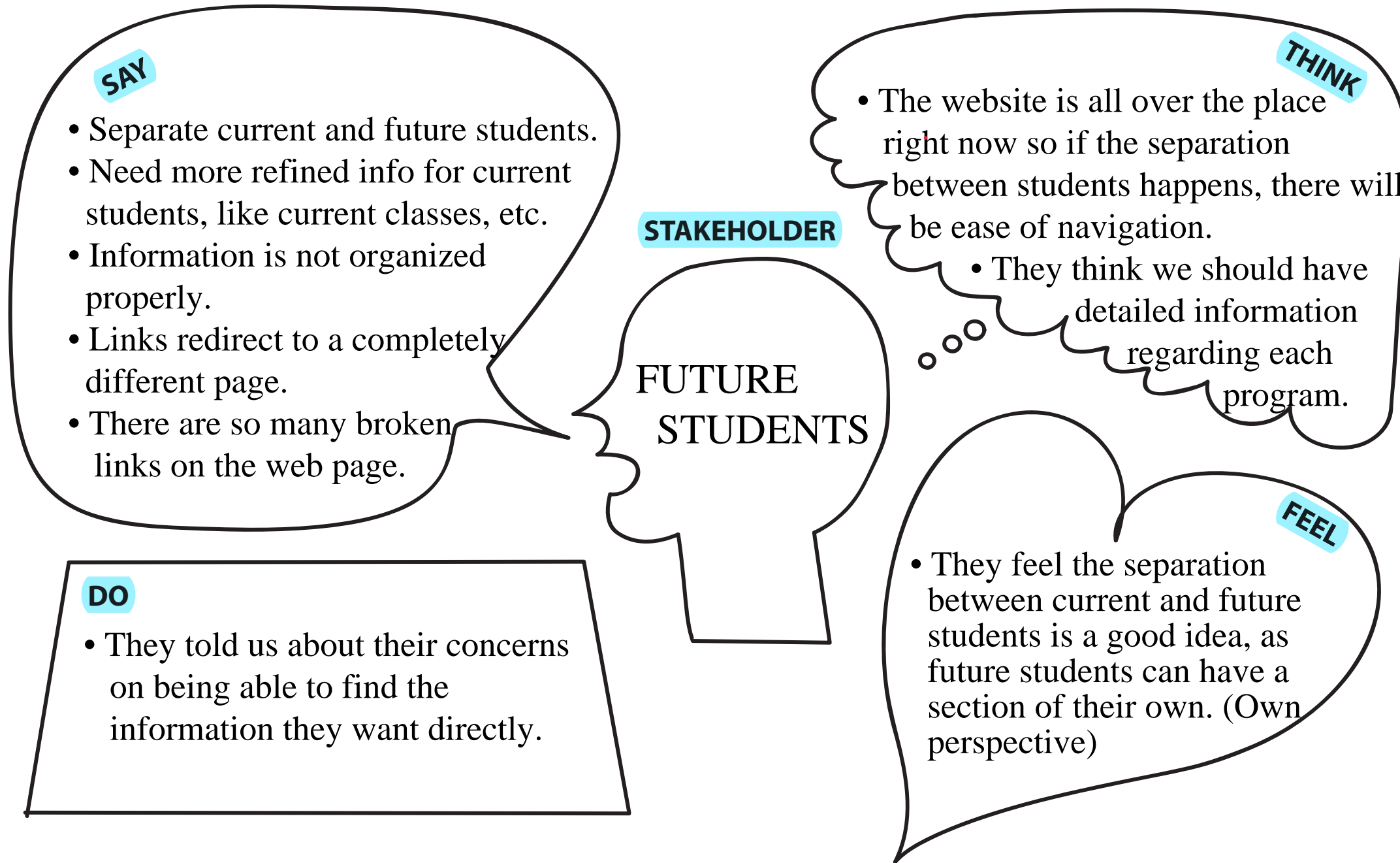
ዩ Insights

There needs to be a separation between current and future students so they each know where to go.

Future students should be able to find information that applies to them quickly. They and their families need to have access to the courses offered by the university and showed why the university is good for them.

Problem statement

Stakeholder

Future students

(describe person using empathetic language)

NEEDS A WAY TO

Need

navigate the engineering website in a clear and easy manner

(needs are VERBS)

BECAUSE

Insight

they are likely to want to skim through the material quickly and will need clear pointers