

Redesigning the Accounting BBA Program Website For ECAS Students

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Executive Summary

Challenge:

- The number of students entering the BBA/MPA program each year is declining. How might we make this program more accessible to students not in the Goizueta Business School?

Design Persona:

- ECAS student hesitant in committing to a BBA program.

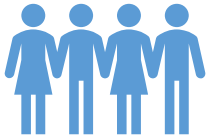
HMW:

- How might we change and market the accounting program to feel like a more relevant option to ECAS students hesitant in joining the business school?

Recommendation:

- Implementing a user-friendly and informative webpage for the accounting programs.

Stage 1: Empathize - Process



Interviewees

14 total students

3 ECAS majors

2 Exchange students

9 BBA majors



Recruiting Strategy

Paired team members sent out emails to assigned students

Used google sheets to sign-up
→ 30-minute time slot

Followed up with Zoom invite



Interview Strategy

1 interviewer & 1 notetaker

Different set of questions for BBA vs Non-BBA students

Group meeting to share findings

Stage 1: Empathize – Findings/Personas



Junior studying QSS on an econ track.



Junior in the business school concentrating in finance.



Senior exchange student from Europe taking classes in the business school.

ECAS Majors (Joanna)

- Degree in ECAS is more valuable
- Unaware of BBA programs
- Unable to apply for BBA/MPA

Needs: More information on BBA/MPA program; Flexible BBA programs.

Chosen Persona -> our team is composed of most ECAS majors

BBA Non-Accounting Majors (Josh)

- Accounting is supplemental
- More concerned with practicality
- BBA/MPA is limiting career-wise

Needs: Concentrations in BBA/MPA program; Flexibility in job options after MPA.

Exchange Students (Philip)

- Unfamiliar with the B-School and Emory systems (Canvas)
- Accounting is not emphasized as a strong foundation at Emory

Needs: Emory on-boarding integration support; Broad course selections (stronger focus on accounting).

Stage 2: Define - Persona



ECAS Majors

Represents ECAS students not in the business school



JTBD

Joanna is trying to pursue a flexible and practical degree so that she can have a wide range of post-grad options, but she is hesitant to commit to the business school accounting program because she was not aware of the program early on and it seemed limiting in job opportunities.



POV

We'd like to explore ways to help Joanna to have more flexible BBA programs and be more aware of the business school accounting program early on so she can identify courses that might be useful in her future career.

HMW

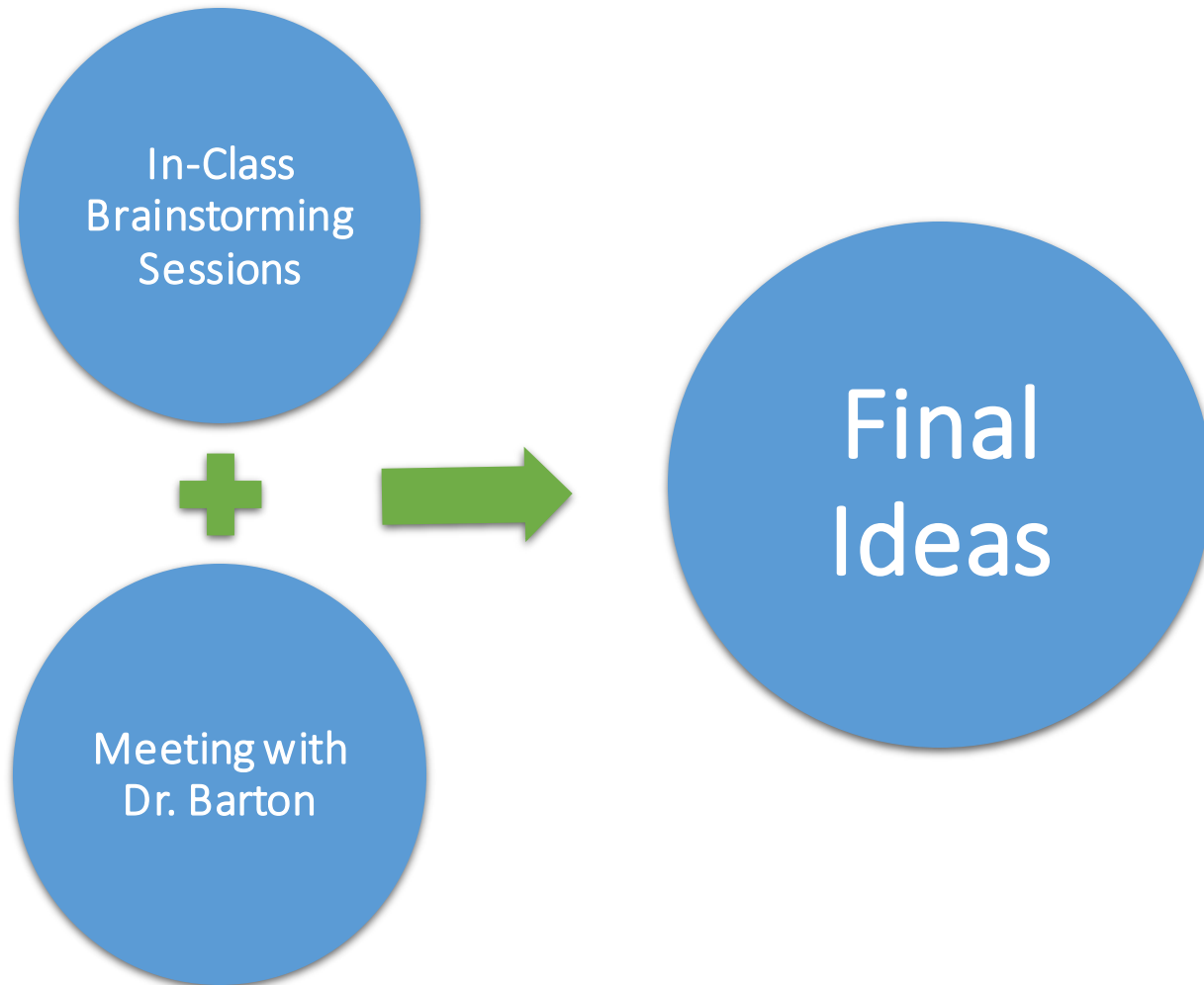


How might we help Joanna have more flexible BBA programs and be more aware of the business school accounting program early on so she can identify courses that might be useful in her future career?

How might we combine ECAS and the business school's resources to further engage and reach out to Joanna to provide more information about post-grad options in accounting and have more flexible BBA programs in addition to her ECAS major?

How might we change and market the accounting program to feel like a relevant option to ECAS students hesitant in joining the business school so that we can help Joanna to have more BBA program options and gain a better understanding of the post-grad options in accounting?

Stage 3: Ideate



Most Popular Ideas

- Webpage << idea finally selected
- ECAS x Goizueta events
- More BBA options

Other Ideas generated

- Ambassador Program
- Inclusive Clubs
- **Cross-content classes

Reasons For Website Idea

No. 2 in voting within our group

Personal experience with the current website & inaccurate accounting statistics

First stop for BBA students or people interested in BBA (direct resource)

Wanted to focus on marketing the program (an effective website is part of effective marketing)

Easier to prototype than some of our other ideas

Inclusive of our ideas

Stage 4: Prototype

<http://bit.ly/bus360prototype>



Home Page



Programs/Courses (Overview, Course Offerings)



Clubs/Events



People (Faculty, Alumni)



Careers



Resources/Contact

News Spotlight and Photos

Read More

Why Accounting @ Goizueta?

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95%

270

Student Spotlight



Name
22 BBA



Name
190x, 21 BBA



Name
20 BBA



Name
20 BBA/MPA



Stage 5: Testing



Methodology:

Sent our prototype and a Google survey form for feedback to multiple testers that fit our persona



Positive:

Clear organization/navigation, simple and informative, emphasis on involvement, comprehensive content, alumni map, course flow



Suggestions:

More photos, make Career page more concise, distinguish between BBA and MPA

Final Product

Changes:



Added Goizueta logo to all page headers and photos to the home screen



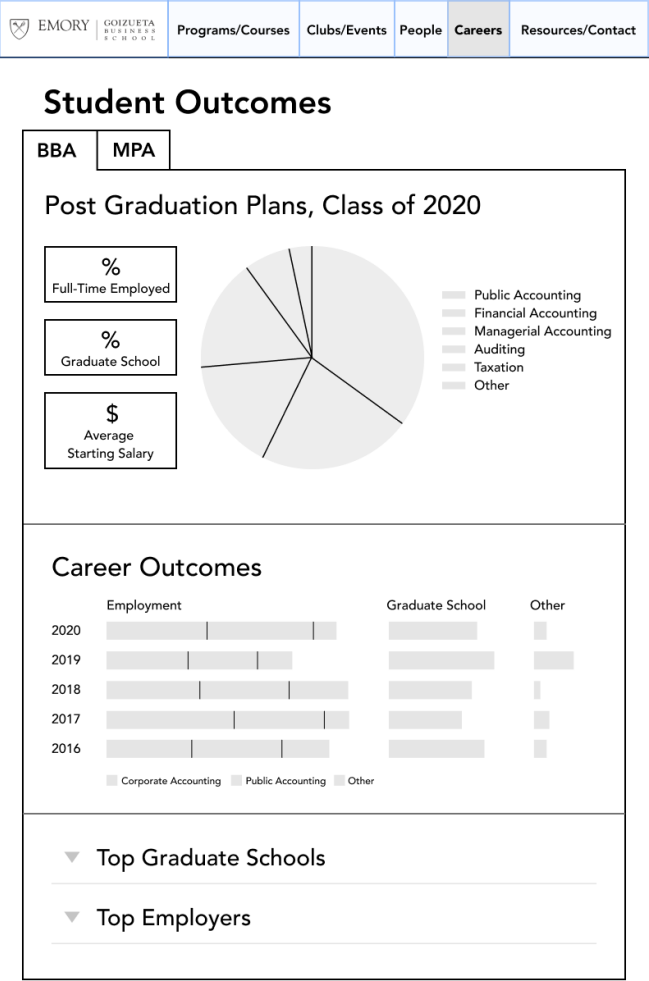
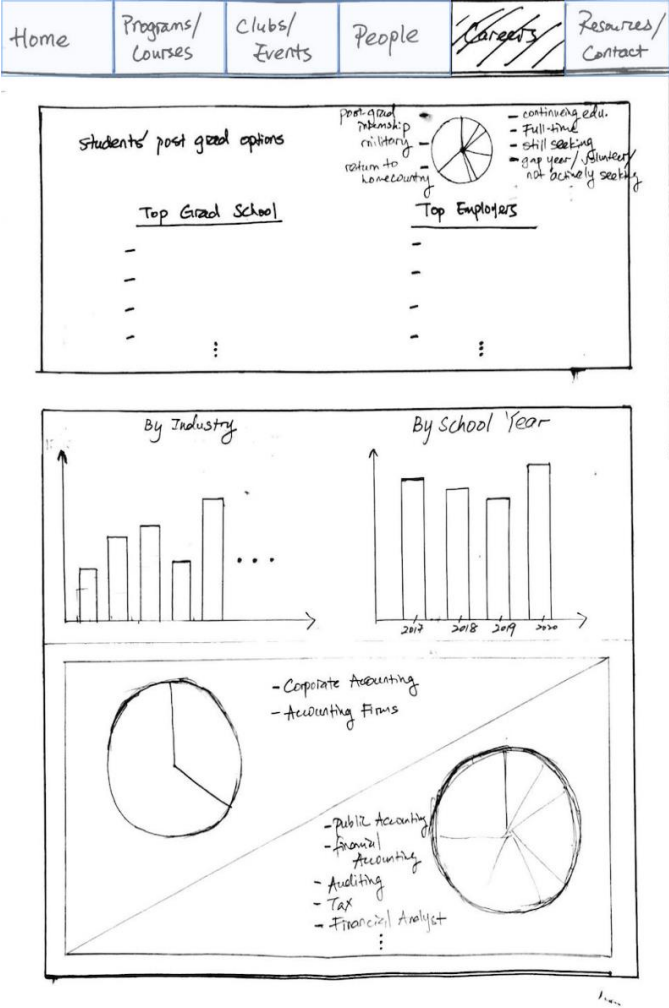
Reorganized Careers page and added class profile



BBA vs MPA tabs for Careers and Clubs/Events pages



Added dropdown bars for Careers and Resources pages



Feasibility

Constraints: Financial Implications:

Cost of designing, hosting, and maintaining the website and linked databases.

Technical and institutional constraints:

Coordinate and/or integrate website with the current Goizueta website, add website link to all Accounting department materials.

Debrief

If we had more time...

Empathize Stage

- Contact more transfer/ first year students

Ideate Stage

- Research cross-content classes

Prototype Stage

- More detailed wireframe, website on Figma

Testing Stage

- Set up meetings with the testers to see them navigate the prototype in real-time

Aha moments...

Empathize Stage

- Interviewing skills, importance of empathy

Ideate Stage

- Brainstorming session -> benefits of time-constraint and collaboration

Testing Stage

- Importance of user feedback