

### Audience Analysis Chart

Age	The users that will most likely be using this site are UNC-Chapel Hill students and Campus Y members between the ages 18 and 22 years old.
Information Being Looked At	Based on a meeting with the co-president, the communications officer and from testing some of my users, most of the information being viewed are the committees, reserving a room, becoming a member of the Campus Y and checking out the newsletters.
Interacting with the Site	Based on the analytics, users find the Campus Y website from a desktop computer.
Needs for Using the Site	When entering the site, most users are using it to either reserve a room for a meeting or checking out the committees.
Education	Users who are using this site are normally current full-time students at UNC-Chapel Hill
Resident Status	Users on this site are normally students who live on campus.
User Issues	Many of the users complain about the navigation of the site and the hyperlinks on certain pages. The most confusing page of the site seems to be the committees page and finding contact information because of the overwhelming amount of information on the page.

### Personas:

1. A first-year student at UNC-Chapel Hill trying to discover their clique on campus.
2. A Campus Y member looking to make the organization more diverse and more informative for students on campus.