ENSE 471 Lab#5

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SAY
-They like the idea of have a banner showing the current events

-They maybe want to see an Engineering Faculty logo

-Like the grouping of information, just change where it is shown

STAKEHOLDER

THINK
-Menu should stay consistent, open a new tab in certain cases to maintain page location

-Have the most important stuff front and center

DO
-Would click on main tab relating to their needs (Future Students & Parents tab

FEEL
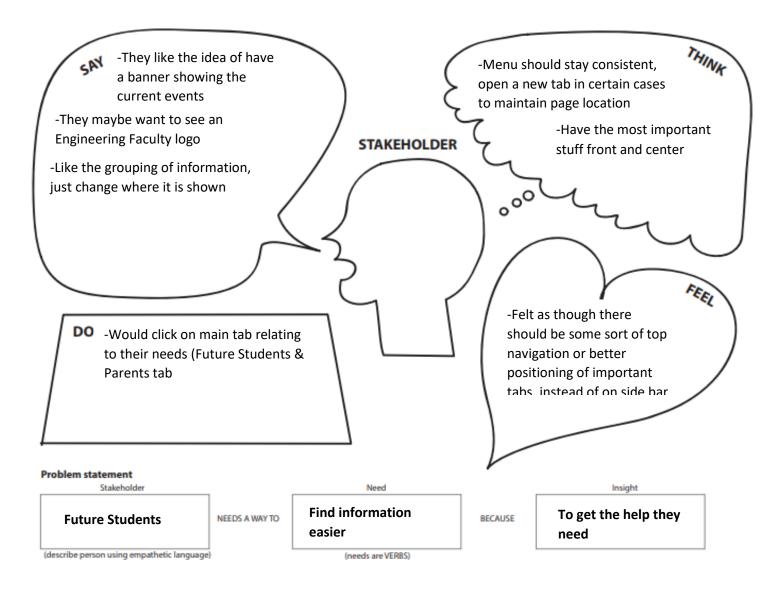-Felt as though there should be some sort of top navigation or better positioning of important tabs, instead of on side bar

! Insights

-Banner would be run by a grad student perhaps?

-By opening a new tab if going to the main U of R site, reduces time needed to update information in multiple areas

-Would have a design contest for the Engineering logo?

Design Thinking Action Lab 2013

Problem statement

Stakeholder

Future Students

(describe person using empathetic language)

NEEDS A WAY TO

Need

Find information easier

(needs are VERBS)

BECAUSE

Insight

To get the help they need