**Project Brief**

**Project Summary** – Enhanced the user experience of the ISFBA website. Develop functionality to benefit the College of Business particularly the department of Information Systems, Finance, and Business Analytics.

**Audience Profile**

* Current Students
* Prospective students
* Full time Students
* Part time students
* Faculty
* Searching for information
* Clubs, plans of study, benefits

**Audience Perception**

* Place to find information
* Easy and fast place to find information
* Increase technologies to better suit the user’s needs and wants
* Useful, interactive, home for College of Business

**Message**

* PUC College of business can teach you tools and information to stay competitive in the professional world
* Plan of studies and prospective jobs after a degree is earned at PUC

**Competitive Advantage**

* Personal stories and information on the experiences at PUC
* Show pictures, lists the current degree programs, club information, textbook lists, and faculty