Prime Software

Feedback Report – Updated April 10th 2019

The feedback received about our groups initial ideas was for the most part a reiteration of concerns with integration of our ideas with the current technology. A key point that Trevor pointed out on multiple occasions was the idea of either storing data offsite or on the site directly. A small but important change our group made was the addition of a top navigation. This allows the user to jump between focus groups and easily get back to the homepage. Another problem our target customer expressed was the placement of news and events. Our design prior to the change was to have the news/ and events all on a page within one of the top nav headers. After consideration and meeting with the target customers we ultimately decided to move the news/ events to the homepage and load the information initially into the tile representation. When the user moves their mouse over the area of interest the tiles will dynamically change into the top options per that customer. Finally, the final change to the design as per the idea of the target customers was to insert a social media bar to highlight the schools media platforms.

The stakeholders liked all our possible homepage design templates and decide that the dynamic changing tile design was the most effective because it initially sorts the flow of traffic and will try and get the customer to the top links within the stakeholder’s interest.

Future Students:

* The focus group made it clear that the most important part was to make potential new student feel important.
* Having a clear and organized workflow to find information such as how to apply and how much does tuition cost per semester are the key ideas that they suggested us to focus on.

Current Students:

* Looking to get to the destination within one click.
* Having lots of possible options to find an individual form or course.
* The present site has a very limited stance on social media and current news. An idea of having a news feed that was populated by a more specific approach such being able to sort the news to the current users interest.

Staff:

* The staff want an organized site
* Ease of maintain the content
* The ability to find and search for form would be greatly needed.
* User feedback and reporting need to be added.

Parents:

* The parents that searching for information on the website for the most part care about there kids.
* They are interested in finding out detail such as finances, courses offered, living situations.
* Keep all this in mind the idea of making new parents and student feel welcome is a major part of the searching process of a parent.

Again, after meeting with the customers our group focused on making changes that revolved around the target customer. The focus of the entire project was to make sure the clients can find information in the fastest and smoothest way possible. We believe our design was able to capture this goal. Furthermore, after all the meetings with the target customers our group believes we achieved all the targets customer suggestions. This increased both the visual and functionally of the project.