**Milestone 1.2 - Target Customers**

**Prime Software**

**Mckenzie Busenius, Mfonisoabasi James, Sana Khan, Jiahao Li**

**January 30, 2019**

**Content Strategy**

* **Navigation**
* **Ease of Use**
* **Content Modelling**
* **Workflow**

**Future Students/Current Student/Parent/Staff…**

As a user that visits the website, the content strategy presented above is very important for helping user have a good experience using our university’s website.

Here at Prime Software, we would like to expatiate more on how this content strategy would help our users and hopefully in future milestones, we will be able to show how we have implemented them in our website Design.

**Navigation:** For instance, Future Students that access the university’s website may be wondering a couple a few key questions, such as:

* What programs are offered?
* What are these programs about?
* How do i get in after finding the right program for me (“Admission”)

These are just but a few questions that could be pending on a future students mind on visiting the website. Thus the navigation system on the website should be able to present with the questions the have easily and efficiently.

A good way to solve this would be to group the content models into easy categories to navigate and presenting the students with just one detailed simplified method of navigation and not provide them with multiple as seen in our website, it make things really confusing, navigation wise.

The navigation method can either be a top-down design or side-out design, but should not be both.

**Ease of Use:** This is also another criteria our website fumbles on deeply. The website should be easy to navigate as well as finding the right content. However, our website is difficult to navigate and also difficult to find necessary information.

One proposed way this can be fixed is with better visual cues. **“A grey background with some bolden black text and some that are not, is not a good way of pointing out to users things they may need to pay attention to”**. The color scheme of the navigation panel is one way ease of use can be drastically improved. The use of inviting colours along with those that compliment each other nicely for visual indication of when something is hovered on speaks volumes to the way a user can better navigate the website easily.

A better suggestion of colors could be a white side panel navigation with black text and yellow highlights to accentuate the school’s color scheme in the website navigation. “**Pick a color scheme and stick with it**”

**Content Modelling:** Now after the first 2 issues have been ironed out and everything is looking and behaving as they should, then the next question becomes, what information do i have access to and are they useful to me as a user?

Here the focus should be on content tailoring. Making sure that everything i am receiving and viewing is personalized to me either as a future sendent, current student, parent or staff. The information provided on our website needs to be more tailored and organized and communication between one information and another should be seamless, which brings us to our last content strategy.

**Workflow:** The last thing that ties this all together is making sure that our users have a good time navigating the site. Things are working smoothly and seamlessly. No broken/ dead links or information that has not been updated and so on.

This is where the website management and maintenance come into play, perhaps a user encounters a broken link or needs some access to current information, there should be an immediate access for feedback and maybe support from someone they can have access to while using the website to be able to help with the issues they face, Cause let’s be real, mistakes do happen, but they can be better maintained.