

Stakeholder Survey Report

Stakeholder Survey Report serve in identifying and articulating problems and benefits of the current website and potentially solutions for problems. This report contains answers provided from key stakeholder about their opinions on the design, information, purpose, and audience of the current design of the B.S. in Technical Communication website.

Report Completed: February 29, 2020

Dr. Maggie LaWare Interview: February 28, 2020

Samantha Robinson-Adams Interview: February 27, 2020

Stakeholder Overview

Dr. Maggie LaWare

Dr. Maggie LaWare is currently the program coordinator for the Rhetoric and Professional Communication (RPC) program and the Speech Communication program.

Dr. LaWare considers herself to be a novice in website design, but that she has moderate knowledge about information layout and webpage organization. Within the past few years, she helped in the decisionmaking process for reorganizing and redesigning the entire English Department website.

Samantha Robinson-Adams

Samantha Robinson-Adams is the current technical communication advisor, as well as a lecturer who teaches the classes for the learning community associated with the technical communication major. This means that she is knowledgeable of all the requirements needed to graduate with a technical communication major, interacts with all the students with technical communication majors and minors, and teaches potential students who may switch to or add a technical communication major or minor.

While Samantha Robinson-Adams says she is not an expert in website design, it is an interest of hers and she says that she does have some experience.

Stakeholder Analysis Table

	IMPACT	INFLUENCE	INTEREST
SAMANTHA ROBINSON-ADAMS	Medium	Medium	High
DR. MAGGIE LAWARE	High	High	Medium

Impact – the ability of the stakeholder to change or stop the project

Influence – the extent to which a stakeholder can persuade others in decisionmaking

Interest – the amount of involvement the stakeholder has in the project

Website Overview

Both stakeholders agree that the current technical communication webpage is not successfully achieving its intended purpose and needs to be redesigned; however, they do have different priorities and ideas on what the intended purpose would be and what would make the website more functional.

Dr. Maggie LaWare

Project Vision

Dr. LaWare believes that the current webpage is not as effective as it could be. She says the current focus of the website is to provide a simple overview of the major, but in future versions she would like to see more of a focus on why students should add technical communication as a major or minor and the benefits of adding it. She thinks that the course requirements should still be there, but they should not be the main purpose of the webpage. She would like to see the information be presented for younger students (high schoolers or freshman) who are thinking about getting a major in the English Department.

Priorities

Dr. LaWare thinks the most important part of designing a website is to make it usable. She likes that the current webpage does not have too many clicks or too much scrolling. While she would like to see more content added, she believes that it should not come at the cost of overencumbering the user.

Design Review

According to Dr. LaWare the worst part of the website is the visual design. She is especially confused by the image with symbols replacing certain words and thinks that it is confusing for the user. She would like to see more images related to technical communication or images of students. She believes this would help create a more engaging design.

Information Review

While she likes that webpage is brief while still being information rich, she would like to see more information regarding the specific courses (potentially in the form of a course list) and possibly which semester(s) they are usually taught. She would also like to see more elaboration on the information taught in classes. Other Comments or Concerns Dr. LaWare did not like the title of the webpage. She didn't understand why the word requirements was in the title or why "minor" was in parentheses.

Samantha Robinson Adams

Project Vision

Samantha believes the current webpage is incredibly ineffective. She thinks that the information is trying to inform potential students about the major, but it is failing. Her goal for the website is to make it more directed toward prospective students and focus on how the major can be used after graduation. She would like to better visual design to the webpage as well.

Priorities

Samantha's top priority is to shift the focus of the information from an overview of the major to getting a career with the technical communication major.

Design Review

Samantha believes that the part of the webpage that needs the most work is the interaction design. She thinks that people have to click far too much to get to the information that they need and that website is not intuitive. She also isn't not a fan of the visual design. She would like to see more pictures of students.

Information Review

While Samantha is currently unhappy with the design, she thinks that overall the information explains what needs to be explained; however, she thinks that it is only helpful for students that already have an understanding of what technical communication is and how the major works. She would like to see the information presented in a simpler way so students with limited knowledge can understand it. She would also like to have more information on the digital and technical side of technical communication.