Assignment 1 - Company Selection and Initial UX Research

Purpose

The purpose of this assignment is to start the process of conducting UX research that will ultimately improve the user experience of a company's website. For assignment 1, you will evaluate a company's website and conduct research that will enhance the overall user experience by making sure the site goals align with the design. You will specify the primary goals of the company, its mission, and its target audience. You will produce UX artifacts such as User Personas, Journey Maps, and Task Analysis. Your focus will be on improving the landing page/homepage by taking a user-centric approach. Although the focus will be on the company's digital presence, you will also consider factors that are not digital, such as understanding the nature and industry of the company.

Company Selection Criteria

When selecting a company, consider the two points below.

1. Use a company or an idea for a company that you are familiar with. For example, this can be a family business, a start-up idea, a community business you frequent or the company who employs you.
2. Use a small business that has an online presence that you have no ties to. Consider companies that would potentially benefit from having UX services conducted.

Assignments 1 and 3 are the initial stages of your research. Assignment 3 will build on the work of assignment 1 and introduce more UX research methods that will further refine the experience of the end-user.

Instructions

1. You are going to provide a brief overview of your strengths and abilities and describe how they play into your work as a UX professional. You will also explain your approach to UX and explain your interest in conducting UX research.
2. Select a company and identify the mission, goals of the company (a minimum of two goals needed) and intended target end-user. Screenshot the homepage/landing page and include in your report.
3. Once you have identified the target audience, develop 2-3 User Personas for the company, explain how those User Personas were developed, and how they will guide you in your work of creating a user-centric experience.
4. Once you have identified the goals of the site, develop 2-3 Task Analysis for the company and explain how the specific task you have identified will help achieve the goals of the site's landing page/homepage.
5. Once you have completed the User Personas, develop 2-3 Journey Maps that will depict the various phases users go through to accomplish a goal.

Submission

Submit your report prior to the due date and time listed in Sakai. Acceptable submissions include .docx and .pdf extensions.