

# Assignment 1 - Company Selection and Initial UX Research

## Objective

The objective 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's website and its target audience. You will produce UX artifacts such as User Personas, Journey Maps, and Task Analysis. Your focus will center 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 that 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.

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. Conduct research on the company you selected. Identify the mission and values of the company.
2. Identify the primary goals of the website (a minimum of two goals needed). Screenshot the homepage/landing page and include it in your report.
3. Identify the target audience of the site, and develop 2-3 User Personas that would depict someone who would potentially be an end-user of the site.
4. Once you have identified the site's goals, develop 2-3 Task Analyses for the company and explain how the specific task you have identified will help achieve the site's goals.
5. Once you have completed the User Personas, develop a Journey Map that will depict the various phases users go through to accomplish a goal.

## Submission

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