

Team Worksheet 2 - CS545

Name of Project: EdChat.io

List of Team Members:

Jocelyn Ragukonis, Diana Rosado, Joseph Scalera, Anisha Shin, Anusha Suresh

What is your target population?

College students and professors

What is the Primary E you are trying to improve?

Efficient - Operational Speed - Present only most important information. Work on smooth, direct navigation. Interaction style should minimize actions required

How will you measure improvement of the E you selected?

Time-based efficiency

Measure time spent by a user to complete a task

Satisfaction Rate

How users feel when navigating through the site (overwhelmed vs relaxed)

What industry sources are you using to gather data that will be used for the basis of your persona?

Online education statistics, email / other discussion board response rates, questionnaire/survey