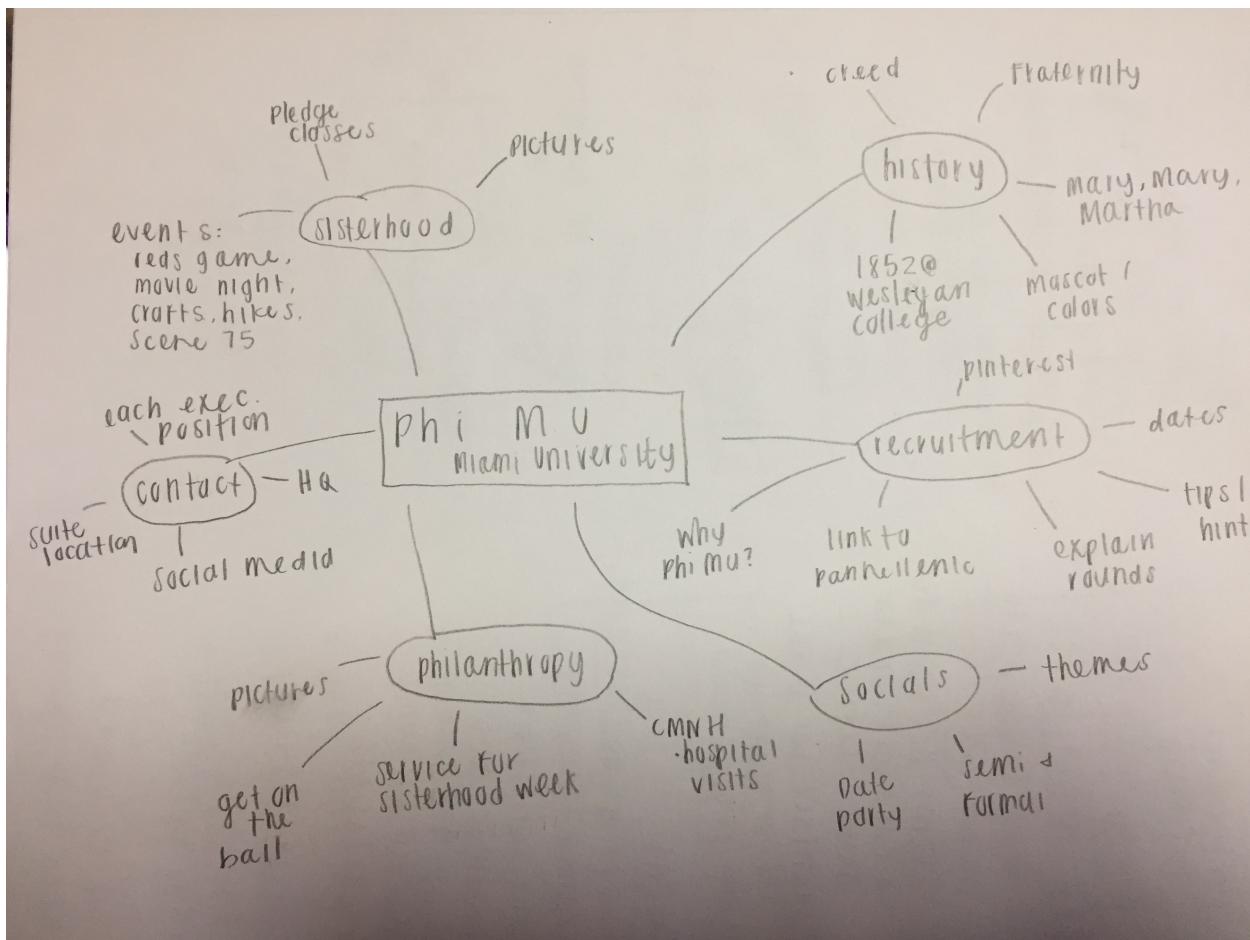


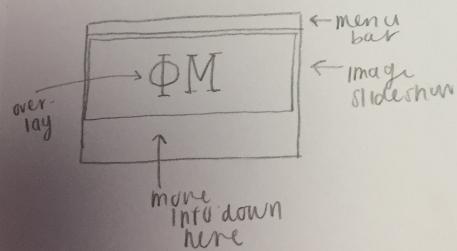
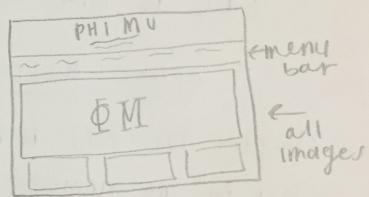
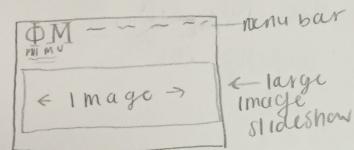
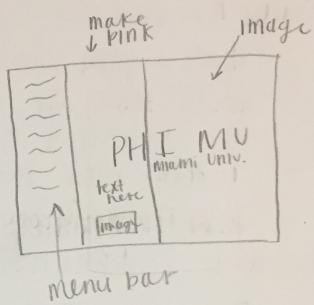
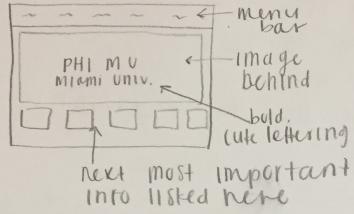
## 1. Creative process



## Current Website Observation

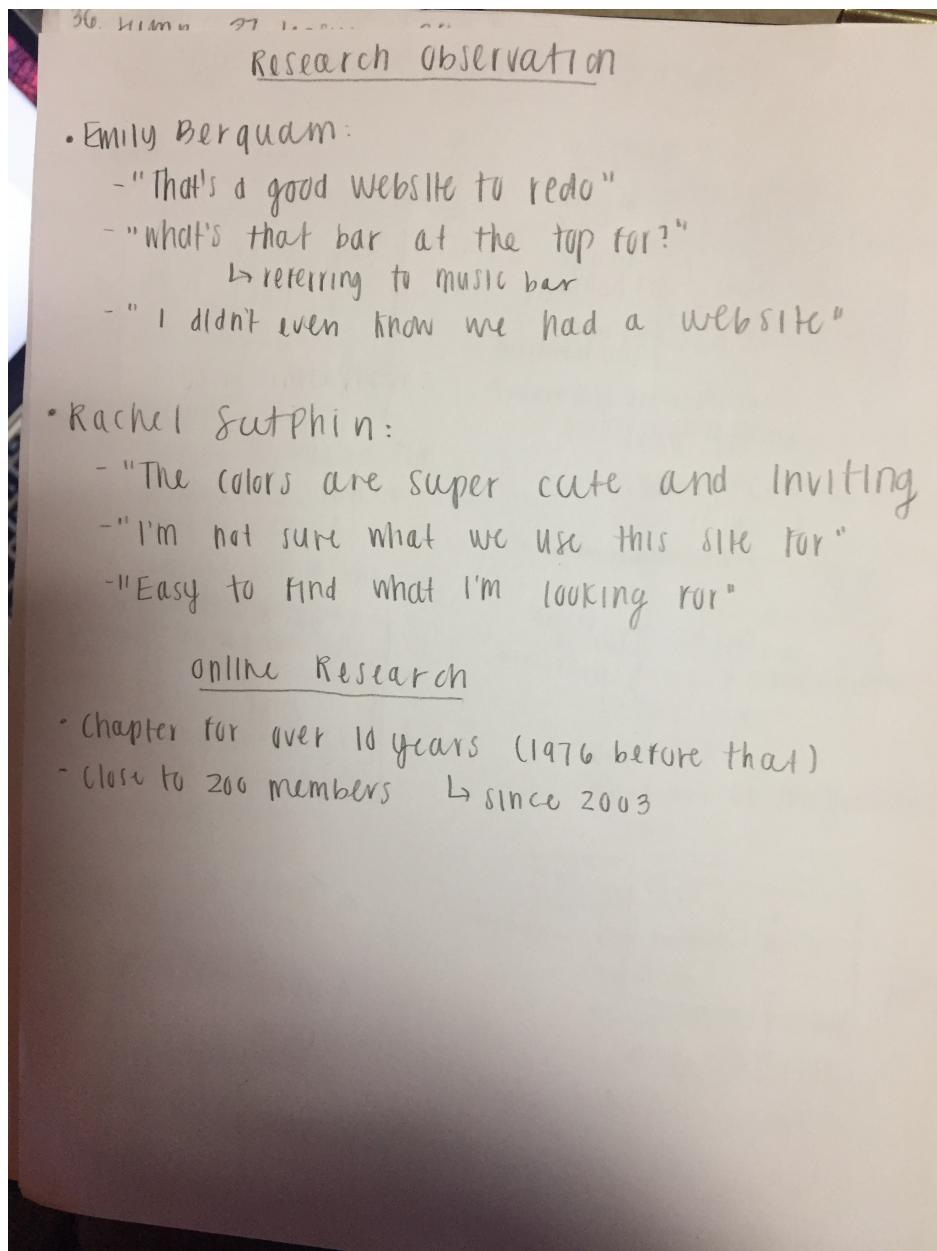
- Colors
  - vibrant
  - inviting
  - true to Phi Mu
- Organization
  - easy to navigate
  - menu bar
  - seems no need for a card sort, order makes sense
  - contact bdr @ the bottom needs to be reorganized
- Content
  - easy to understand, common language
  - very consistent
  - headings are clear, legible, informative
  - good labels
- Accessibility
  - readable
  - no captions
  - can operate w/ keyboard
  - need tab symbol
- other
  - blurry photos
  - random bar @ the top? MUSIC?
  - feels a little boring
- visual hierarchy
  - easy to read
  - clearly can tell what is most important
- Presentation
  - expands / compresses, responsive
  - consistent
  - good use of negative space
- Interaction
  - has buttons and controls
  - no broken links
  - can copy/paste
  - action verbs

## Thumbnail sketches



- \* Should be image focused
- \* Very inviting and fun
- \* Should reflect the values of Phi Mu

## 2. Research Methods



Emily Berquam

10/25/16

1. What is your relation to Phi Mu? Do you hold any positions?  
I am an initiated member and do not currently hold any positions.
2. How long have you been a member?  
I have been a member since spring of 2016.
3. Have you ever used the Phi Mu website before?  
No I have not.
4. After seeing the site, what are your initial impressions?  
There is not much content to it and I am not sure what the point of it is.
5. Do you feel that the site reflects the values of Phi Mu?  
Yes, it has our colors and symbols. It also features pictures of the girls in Phi Mu.
6. What could you see yourself or others using the Phi Mu website for?  
To keep up with what we are currently doing in the chapter (example: philanthropy events), good resource for alumni to keep in touch.
7. As a member, what are a few of the things you would like to see on the site?  
I would like to see stuff about our philanthropy, like how much money we have raised. I would also like to see a spotlight on our sisters.
8. Is there any information that is vital to Phi Mu that you think is missing from the site?  
I think in general it should look more up to date and have more information. It seems very barren. Specifically I think we need more content about our current sisters.
9. In my opinion, the most important use for the site will be to attract future members. What do you think the most important use will be for the site?  
I think keeping alumni updated on the current happenings of our chapter is the most important aspect of the website.

### 3. Personas

## Hannah Stone

### Demographics:

Age- 38

Hometown- St. Louis, Missouri

Profession- Teacher

### Narrative:

Hannah Stone is a Miami alum who graduated in 2001 with her



degree in early childhood education. After graduation she moved to St. Louis with her Miami-merger husband and started her career and a family. Since then, Hannah and her husband have been interested in all of the changes taking place at Miami. They hope to plan a trip back to visit Miami and show their kids the beautiful campus. While on her trip, Hannah would like to get in touch with Phi Mu, an organization she was involved in while she was on campus. She has gone to the Phi Mu website but is still in search for more current information to connect with the chapter.

### Goals:

Hannah is planning a trip back to Miami and wants to get in touch with Phi Mu. She is interested in finding out if there are any events she can attend while in Oxford.

### Frustrations:

Hannah is frustrated with the Phi Mu website because it is not very up to date on the current chapter. She would like to get in contact with someone to find out about any events that may be happening while she is in town.

# Melissa Masters

## Demographics:

Age-18

Hometown-

Columbus, Ohio

Major- Marketing

## Narrative:

Melissa Masters is a freshman at Miami University. She just recently came to Miami and is very excited for all the new

opportunities she is being presented with. She attended MegaFair and found many things she would like to join such as Woman In Business and Best Buddies. Melissa is also interested in rushing a sorority second semester. Before this process begins, she wants to do some research on the chapters around campus. Melissa is hoping to find information about their sisterhood, philanthropy, history, and anything else they have to offer.

## Goals:

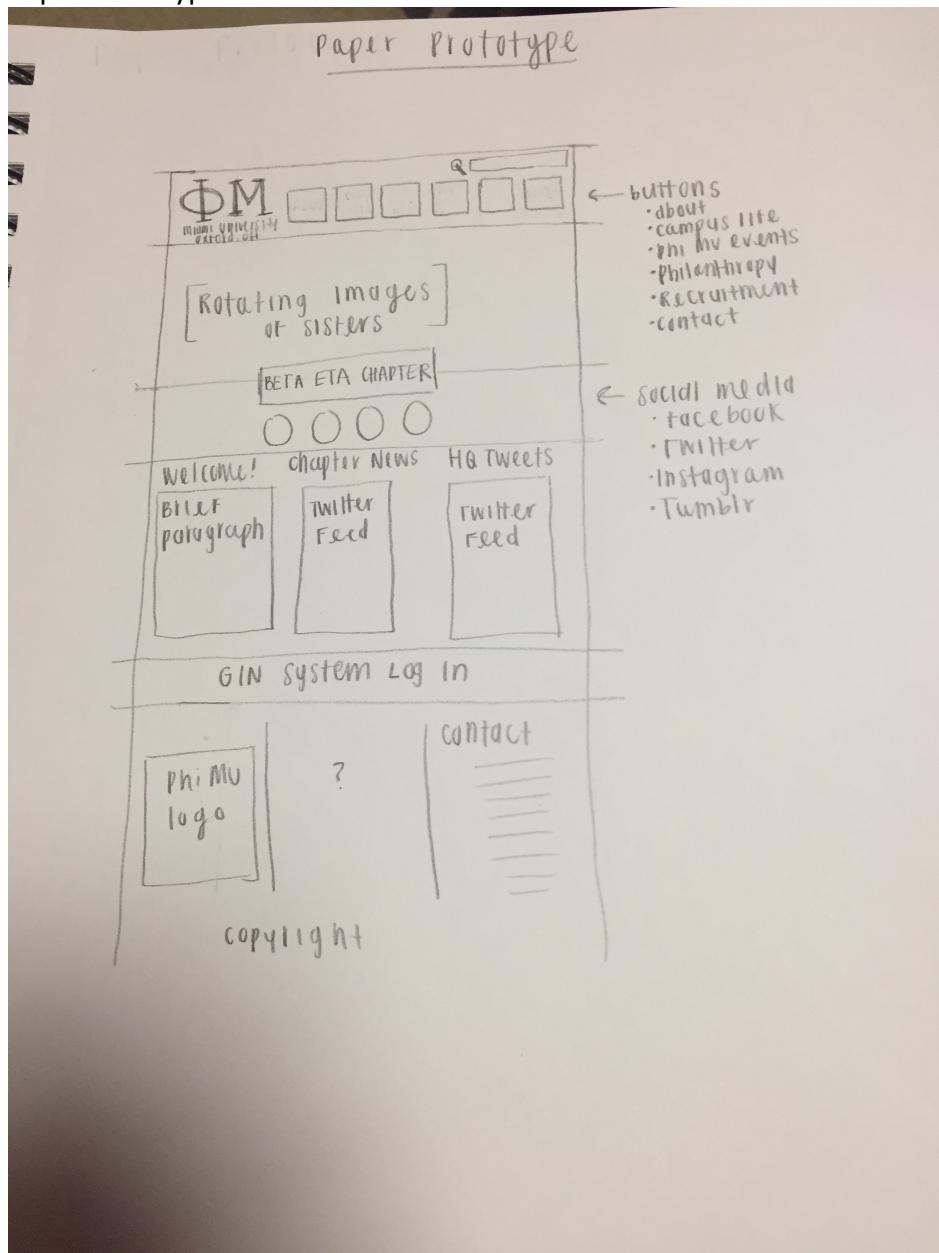
Melissa wants to learn information out about each chapter before she begins the formal recruitment process.

## Frustrations:

Melissa is looking at many sites for all the chapters on campus. She wants to find a website that really grabs her attention and stands out from the rest.



#### 4. Paper Prototype



## 5. Content

### A. Sisterhood

- Include pictures
- Pledge class rosters
- Examples of past events
- Any upcoming events

### B. Contact

- Bio about each executive member
- Headquarters info
- Social media
- Suite location at Miami

### C. Philanthropy

- Include pictures
- Get on the ball
- Service for sisterhood week
- Hospital visits
- Link to CMHN website

### D. History

- Creed
- Fraternity
- Mary, Mary, Martha (M3 Foundation)
- Mascot
- Colors
- 1852 @ Wesleyan College

### E. Recruitment

- Information about the process
- Pinterest board
- Important dates
- Upcoming events
- Tips/hints
- Why go Phi Mu?
- Link to Panhellenic

### F. Socials

- Include pictures
- Date party
- Semi & formal
- Themes