

Final Group Project: Starr Biven, Kareema Wilson, Mya Havard, Amber Edmond

Due today at 11:59 pm in moodle and in github

Phase 1: Strategy Document (2 pages max)

“Clutching Our Pearls”

Team: Phenomenal

### Product Objectives

“Clutching Our Pearls” is a content oriented website designed for any woman of color with the desire to attend Spelman College seeking to engage the experiences of current Spelman College students. Many high school students and non-traditional students conduct research on potential colleges and universities without any insight from the institution’s current students. Our motivation is to allow prospective students the opportunity to read stories from Spelman college students on many processes that may appear overwhelming for any person deciding to apply to Spelman. From personal experiences of Spelman College students, this website will provide insight on various student engagements, the best point of contacts, success and growth stories, the best road to graduation, etc. Ultimately, this website’s purpose is to engage student life experiences while functioning as a buffer for the traditional indoctrination to life at Spelman College.

### User Needs

For this website, the intended audience are women between the ages of seventeen to twenty-five and the parents or guardians of that age range. The main focus will be young women of color, seeking higher education, and with interests in the prominence of legacies. What the users need from any website is information that is useful to them with accessibility and comfort. This website will allow future students the chance to engage first hand pivotal encounters that could aid in a successful journey at Spelman College. This website will discuss the application process, some do’s and don’ts of Spelman social life, which professors provide the most interaction, personal accounts from certain clubs and activities, gaining more scholarships, which deans are most suitable for which situation, who should you know in financial aid, dining scholarships and library point of contacts. By compiling all of our experiences, this website acts as a guide for our targeted market. It gives the user knowledge that is only gained by attending this particular institution, we want the user to feel as if she knows everything and everyone prior to making the decision to attend. It will provide a background of the history of Spelman and what it means to a woman attending or freshly graduated. It could also provide young women with a better understanding on how to successfully gain entrance into any programs that she desires.

### Success Metrics

Success metrics are concrete indicators of how effectively the user experience is meeting strategic goals. For a website to track how helpful the information provided has been to the

user, we would want to analyze the time spent per visit. Also, we could track the number of visits per day and the number of returned visits. In order to track the behavior traits and understanding of the users we could measure the number of Q/A interactions.

### Personas

For this website, the first persona that fit our intended users would be a girl named Letitia. She's an 18 year old, single, and is about to be a high school and works at Chick fil A as a cashier. She likes to work and count numbers and is really good at math so she's decided that she will go to school for accounting. She had thought about going to college right after she graduates but doesn't know where yet. She knows that she wants to learn about her roots and ancestry as black women but doesn't know what school would best for those needs. Her mother told her to look into Historical Black Colleges and Universities (HBCU). Letitia's mother also said that she would be more comfortable for her to go to an all-girl college. Therefore, Letitia is concerned about what HBCU have to offer for a traditional girl like herself.

The second persona is a woman named Wanda, who's a 25 year old, staff member, with one kid, single and works at Spelman College, Department of Communications would be interested in making a video that provides a story about a few students experiences and their adventures being a nontraditional or traditional student at Spelman. She wants to go to Spelman College because she wants to use the education tuition waiver that Spelman provides to faculty or staff members who seek to further their knowledge. Therefore, she is concerned with how nontraditional students adapt to the Spelman community as an older women going back to college after being out of school for 10 years or more. She wants to be able to see or listen to a video that can teach them about the true, real experiences from traditional and nontraditional students that are here at Spelman.