

Inclusive Excellence Plan

Project Title: ezamu.com - A High School Career & College Guidance Platform

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Customer Archetypes

List of Identified Customer Archetypes:

- **Archetype 1:** Sarah, 46, who is the mother of a student looking to use ezamu to learn and understand options for post-secondary education.
- **Archetype 2:** Alex, 19, who is a student at community college and looking to transfer to a university, who is using ezamu to calculate his expenses for the universities he wants to attend.
- **Archetype 3:** Marcus, 18, a senior in high school who is looking to expand his search using ezamu for colleges and universities after his graduation.

Reflection on Representation and Inclusion:

- **Representation:** These customer archetypes are comprehensive for the scope of this project. Since this website, ezamu.com, is based on college and university readiness and resources, the most applicable customers are students, and parents of students. Since these categories have been included in the customer archetypes, the user base is mostly satisfied in terms of inclusivity.
 - **Considerations for Inclusion:** Additional archetypes that can be considered in terms of inclusion would involve students with disabilities, for whom the website could be changed in terms of text or images. Including this feature could encourage students with disabilities to also use ezamu. Allowing modifications of color for text and images could also help those students.
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User-Centered Design Principles

Application of User-Centered Design Principles:

- **Principle 1: Involvement of Users**
 - **Methodologies:** Through interviews and surveys of our target audience, we can better understand what they expect and would like to see on the platform, giving us an insight into what major components are necessary and should be prioritized. Usability testing allows us to further refine the services provided by the platform, as well as address any hindrances with the current user interface.
 - **Considerations for Improvement:** On top of doing market research of our target audience, exploring similar services will give us a better understanding of what can be expected from our services, in terms of what the platform provides and desired outcomes.
 - **Principle 2: Iterative Design**
 - **Methodologies:** Constantly updating the website using the feedback from user testing is essential to making the platform the best it can be. We will take the critiques and enhance the site wherever possible, ensuring that the user experience is one of ease and enjoyment.
 - **Considerations for Improvement:** By letting a wide variety of users test out the website, we can get an insight as to any accessibility features that need to be built into the platform, if not already present. Through this constant testing and feedback, we can make the necessary additions and improvements to these features to guarantee that any user can utilize the website without being limited to their impairments.
 - **Principle 3: Empathy and Understanding**
 - **Methodologies:** Understanding customers and their perspectives allows for a diverse range of opinions, which would help in creating a diverse and inclusive website. Empathy mapping in particular could offer feedback from customers in a way that isn't pressured, where customers can offer information about their experience on the website. Getting a grasp on user experience is the most important part of testing this website for its effectiveness.
 - **Considerations for Improvement:** Additional improvements include allowing modes for users to change, which could prevent sensory issues for some, and allow a more relaxed environment for others, all based on user preferences.
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Conclusion

Applying Inclusive Excellence Moving Forward:

- **Future Application:** Through the iterative process of user testing and refining the platform, we can target particular areas that need improvement in regards to accessibility, as well as upgrading the website as a whole. This ensures that the website remains focused on the user experience rather than being modified solely based on the baseline requirements.