# Team IC22020 Abstract

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iSchool Careers is a career service provided for students and alumni of College of Information Studies (iSchool) at the University of Maryland, College Park. iSchool Careers’ current services include drop-in career consultation and a weekly newsletter with various career-related resources. However, the current newsletter is very simple in its content and formatting. Heavy in text and lack of visuals, even though the newsletter is divided into sections, the readability is still not pleasing enough for its varied target audience groups.

With the problem in mind, our group decided to conduct research to dig deeper into the career needs and reading habits of different user groups, as well as think about ways to improve the newsletter’s readability, increase its visual interest, and provide tailored career resources for iSchool undergraduate, graduate students and alumni.

To start with, referencing the current content structure, we created a series of provisional personas based on different user needs, and recruited corresponding participants for interviews. Through 5 contextual interviews, we gained insights on how different user groups read the newsletter and what kind of information they would pay extra attention to. Later, we organized the participants’ feedback into categories through affinity mapping. At the same time, we conducted market research and took notes on features and ideas we like. Using our notes and affinity map as the basis, we started brainstorming and prototyping our conceptual design on a brand-new newsletter layout.

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