



# WSP KBTU

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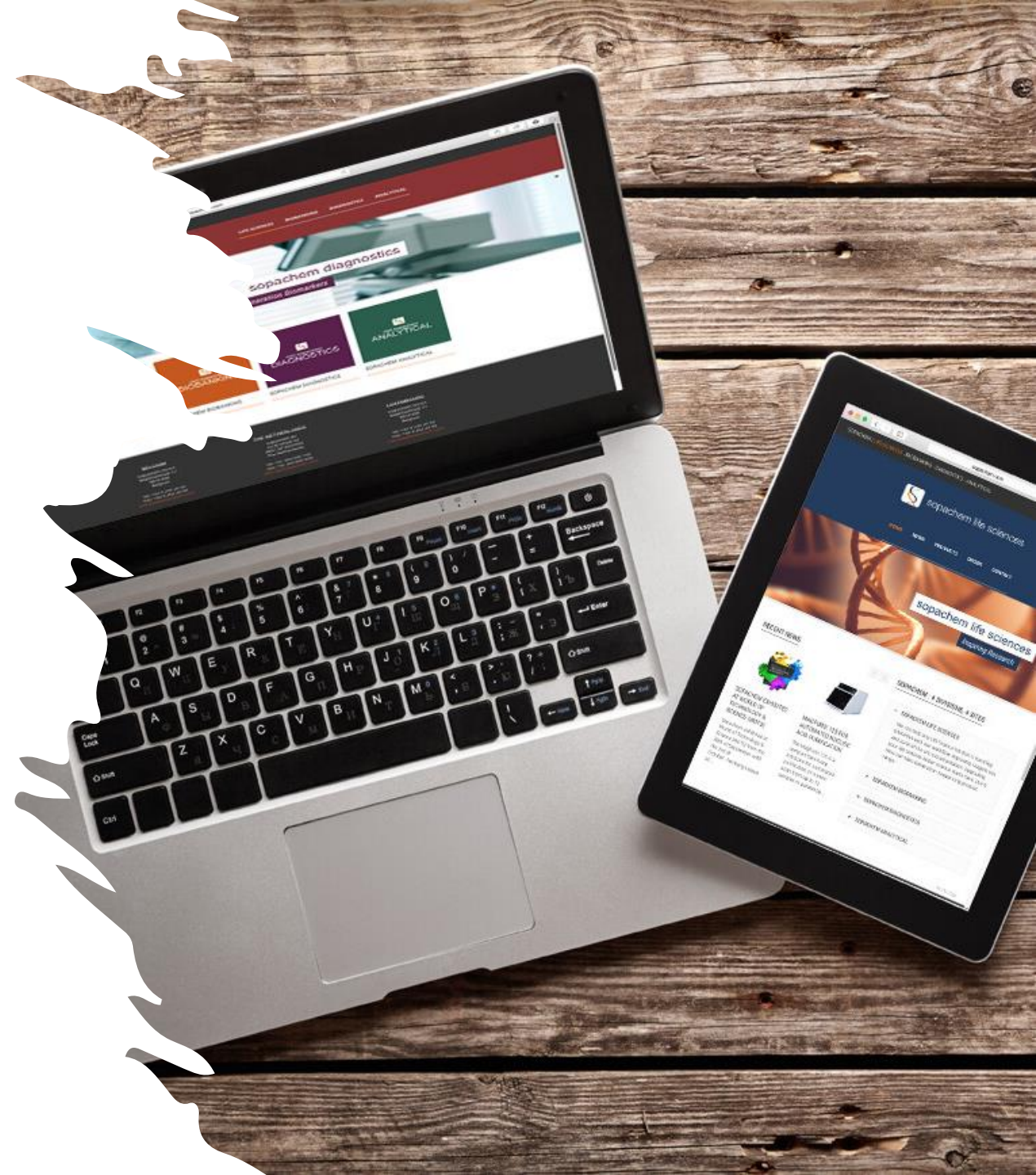
*Faculty of informational  
technologies*





# WebSite Concept

- Mobile web-version for KBTU students and teachers. It contains all the necessary information and simplifies the process of finding it.
- The application is linked to the mobile version [wp.kbtu.kz](http://wp.kbtu.kz) , having a common database and sending the SQL queries those are necessary for users. The main functionality of the application is mobility and comfort when using
- The application allows you to access the necessary information that does not require downloading regardless of the Internet. All services that require dynamic network updates are disabled at this moment.



# Elevator Pitch:



- The WSP KBTU website is the comfortable environment to get the main information for students and teachers. The main purpose of the site is to provide every person, who study or work at our university with all needed data easily and comfortably.



# Main target audience

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- Main Target Audience:
- The main target user groups for KBTU members are:
- Students of KBTU
- Teachers of KBTU
- Staff of KBTU





# Strategy (User/Client Needs)

The Users are more specified as a people who wish to go to Kazakh-British Technical University and make a decent impression on the user. Users can be considered people who accidentally became interested in our university, applicants and parents of students.

## User Needs:

The website needs to enable the user to:

- Facilitating familiarization with the university
- Increased interest from third-party resources
- Improving the functionality and efficiency of the application even for low-interested people
- Information for people about the university will be compiled and systematized
- Intuitive interface for a person who does not use Internet resources so often

The client audience of both mobile and web applications is that it can be both full-fledged students and the teaching staff and staff of the university.

## Client Needs:

The website needs to enable the client to:

- Improvement of technical equipment at the university
- An improved, concise and structured environment for obtaining the necessary information.
- A single, simple and intuitive information distribution system with an intuitive interface aimed at a person belonging to a certain group
- A single system that unites all people in one database

# Strategy(Target Audience)

## Roles

- Bachelor degree students
- Teachers
- Master's degree students
- Staff

## Psychographics

### Personality & Attitudes:

Professional issues  
Classy

### Values:

Moderately Youth

## Demographics

Gender: As we have Technical University the web-site is more men.

Education: Middle Education and higher.

Occupation: Data Engineers, Oil engineers, Chemistry engineers and etc.

Age: From 16 to 75

Location: Almaty

### Lifestyle

Education  
Qualification increase



# Strategy (User Personas 1)

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- Persona Name: Auelbek Yerkebulan
- Persona tagline: "Be valiant"
- Persona Details: Honesty, hard work
- Age: 19
- Role: Back-end Java Developer
- Area: Computer Systems and Software
- Computer Literacy: High
- Goal: To be a good specialist



# Strategy (User Personas 2)

- Persona Name: Yelisseyev Vadim
- Persona tagline: "Be strong"
- Persona Details: Honesty, hard work
- Age: 19
- Role: Object Modeling
- Area: Informational Systems
- Computer Literacy: High
- Goal: "No goal but path"





## Strategy (User Personas 3)

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- Persona Name: Tileuzhanova Nazym
- Persona tagline: "Be strong"
- Persona Details: Disciplined and kind
- Age: 19
- Role: Back-end Java Developer
- Area: Information systems
- Computer Literacy: Low
- Goal: To be a good specialist



# Sitemap

