

Short: A website where potential, active, and former members of Psi Upsilon at MSU can connect with the fraternity.

Long: PsiUatMSU.com will provide information and resources for a variety of users and purposes. Potential members will find information about the house and rush events. Active members will be able to access a directory of alumni and find links to pay their bills. Alumni will be able to make donations and keep up with current events. There will be a photo gallery with pictures of the house and active brothers. A contact

Personas

John the Freshman-Interested in rushing a fraternity with a strong presence on campus

Vince the President-Active member looking for an alumni in his career field

Bob the Alumni-Wants to reminisce and donate to the house

Comps:

www.greeklife.msu.edu

www.omegafi.com

www.psiu.org