

CHALLENGE 4

- Business Goals (Can come from Project Requirement)
- Market Segment (Can come from User/Organisation chart, Job descriptions)
- General Tasks [from Project Requirements, Business Requirements, Flow diagrams, Training Materials, Procedure/Job-Aids, Screen Shots of existing or related Systems, incident or Error reports]
- Constraints (Tech/other) [Can come from legal Regulations/Requirements, s/w requirements]
- Marketing/Branding [Target User demographics, marketing guideline's]

Consultancy Web Application **UX Challenge**

Students need an advice on further studies about universities and colleges in other countries

Users

New students, Pursuing students, Consultancy employees

Process Step 1 : **Empathise**

My research points after understanding the scope

- Students facing problem with consultancies
- Not able to find consultancy people give right information or not
- There should be a way to find which university is right based on grades
- Student want to choose the best university what is improvement required
- Need to have digital documents acceptance
- Scholarship Information required
- Education loan information required
- If you can provide part-time job details it would be good