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## Needfinding Based on Academic Advising Quiz

### //OBSERVATIONS

The actual quiz was boxed off in a small area of the overall site, even though it was clearly the most important element on the page. Logistically this doesn't make sense and the user immediately tried to zoom in their browser to be able to make it bigger. The song was also repetitive, but the mute was hard to find on the page. The user also was confused that the image of the girl didn't change as they were progressing through the quiz and seemed unsure that the forms were submitting because there was no progress bar or way to measure the movement through the quiz. Also some of the answers weren't applicable to my user.

### //BRAINSTORM

1. The user needs to be able to chart their progress through the quiz so they know how much time they have invested and how much they have to go.
2. The quiz needs to be interactive and dynamic, more than just a series of forms.
3. The user needs to have an aesthetically pleasing journey, sound and imagery needs to match and make sense.
4. The questions need to have answers that apply to all students, no matter how much experience they have in design because many of the users will be students brand new to the major.
5. The classes need to be well explained and the reasoning for the answers provided by the program needs to be logical
6. There needs to be "backup" on the site, such as an email or directions to actual advising.
7. There needs to be accounting for the possibility that there aren't classes available based on the answers provided by the user.
8. There needs to be more than one option and have ranked answers based on relevancy to the input
9. There needs to alternatives/ related options
10. Needs to appeal to the design aesthetic

