Audience Research
Target Audience: UCD Design Students

Goals and Challenges

Primary Goal: To answer the question: what classes should I take next quarter?

Secondary Goal: To give students a better understanding of how the department works.

Primary Challenge: Create an experience that quickly and clearly answers the question.

Secondary Challenge: To be able to accurately capture the throught process/experience of face-to-face advising and make the prompts and answers logical and flow easily like a good advising appointment. Ultimately the user should only have to take the quiz once and be able to pick their classes for themselves afterwards.

User Likes/Dislikes

Likes: Good UX/UI, flat design, clear information design, fonts, coffee, avoiding advising as a whole, learning from peers, collaboration.

Fears: Comic Sans, outdated icons and web design, poor UX/UI

Core Stats

Age: 18-23
Gender: Mainly female
Salary: College Aged (AKA mostly broke)
Location: Davis/Davis area