

**ENSE 471 -** [**User Interface Programming**](https://urcourses.uregina.ca/course/view.php?id=13770)

**Professor: Tim Maciag**

**Milestone 2.3 - Brainstorm #2**

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**Github URL:** [**https://github.com/zainshafiq/User-Interface-Programming-Human-Centered-Design-**](https://github.com/zainshafiq/User-Interface-Programming-Human-Centered-Design-)

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### Purpose

With our team, we will to go through all of our ideations (sketches, storyboards) from the previous lab with a focus group to represent our target customers, the good, bad, and the crazy, gathering additional data, information, and knowledge so that we can “trim” our ideations.

We will document individual target customer perspectives by creating empathy maps for each target customer.

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### Empathy Maps

#### Current Students

**Say:** “Separate current and future students”, “need more refined info for current students, like current classes, etc.”, “Information is not organized properly”, “links redirect to a completely different page”, “there are so many broken links on the webpage”.

**Do:** They want there to be a way to create different sections for current and future students, fix broken links and add more images and make it alive.

**Think:** They think we should have different sections for student forms. Organize the different programs by need. They think to have detail information regarding the class.

**Feel:** They feel there should be an organization of content in a better way so the current student can find stuff easily. They feel the current webpage is not interacting with a user. They feel the website is so boring! It can be improved

#### Future Students

**Say:** “Separate current and future students sections”, “there should be information about what courses can be offered in the future and what is offered now”, “include jobs they can get from the specific program they are in”.

**Do:** They told us about their concerns on being able to find the information they want directly.

**Think:** The website is all over the place right now so if the separation between students happens, there will be ease of navigation. They think we should have detailed information regarding each program offered.

**Feel:** They feel the separation between current and future students is a good idea, as future students can have a section of their own where they can navigate through what they need as prospective students.

#### Research

**Say:** They are interested in a certain research subject that is being offered by the professors from the University of Regina. “If [researcher] is interested in a certain subject, [they] want to see if the University of Regina is doing similar things related to that subject”.

**Do:** They told us they want to be able to go to the Engineering public website and start looking for the researchers that they took an interest in without getting lost and confused (Better Navigation/Layout).

**Think:** All the researches which are being put on the website should be of latest/recent projects that are still active. Furthermore, it will help if the researches are broken down into their own subsections by program instead of year and professors.

**Feel:** Not much undergrad research/project/lab because they said they are not interested. Maybe final year students research would be better for researchers.

#### Graduate

**Say:** “the admissions should reference back to the graduate website”, “they need their own forms”, “there should be graduate specific information”.

**Do:** They told us they want to be able to find specific information and forms that are specifically for graduate Engineering students, without having to go to the Postgraduate Faculty page that should be providing only general stuff.

**Think:** They think the graduate students need more precise information, which can be found on the graduate website of the U of R, as they cannot find the admission information related to their interested program on the U of R engineering website.

**Feel:** There is a separate page for the graduate students so there should be an easier way to get that information. There can be a page on the engineering website where graduate students can go to be redirected onto the graduate admissions page.

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### Feedback Report

We had the opportunity to interact with people to represent our target customers (Current Students, Future Students, Graduate, and Research) during the lab session to know about their requirements and expectations for the University of Regina Engineering Web page. We will discuss the feedback we received below.

We found out that Current Students would prefer a separate section in the Engineering web page with a more organized content and layout structure since the content is all over the place with a few broken links that need to be removed. Furthermore, a few sets of new images is appreciated to make the webpage more user-friendly and user interactive. From our design, the target customer have loved the the section of news and events on the main page of the engineering website.

Future students need to find stuff easily. They want more information about what courses can be offered in the future and what is offered currently on the webpage. They want detailed information regarding each program offered under future students section. Overall, they have liked the design of our webpage and they liked the separation between Current and Future students.

For the Graduate students, we found that they want to get a better way to look through specific information for their program and researching. In addition, they need a regular layout for them on the web page to keep consistency. Moreover, they would like to have a webpage with higher degree of recognition, to make the webpage become more recognizable. In the end, an easy way to transfer from graduate students website to engineering website and vice versa is necessary.

For the Research, they made a few interesting points. Firstly, if they are interested in a certain research that being offered in University of Regina, they want to be able to go to the Engineering web page and start looking for those research that they took an interest in without getting lost and confused. Moreover, all the research on the web page should be of latest and recent projects that are still active and broken down into their own program instead of year and professors. They also said it is preferable to not include any undergraduate labs and projects in the Research section of the web page since they are not interested.

We also got some extra tips and feedbacks for our design proposal. One thing they thought would be a nice addition to our web page is the creation of a new logo for our Engineering web page. They also said that it will be nice to only have the top down menu design without the sidebar.

Overall, we have received a relatively good feedback with some points that could be focused on for a better improvement of the design.