CGT Capstone Project

Company Name: Student Life Marketing
Contact Person: Alisha Referda
Email address: areferda@purdue.edu
Phone number: 765-494-6776
Semester and Year: Fall 2019

Each project must have a sponsor and an advisor. The **sponsor** is the person that proposes the project and has the overall project vision and idea. The **advisor** is the person that provides operational support and guidance to the project, as well as potentially technical expertise. Each role could be a CGT faculty member or an industry representative; however, each project must have CGT faculty and industry (external) participation and engagement.

Project Title: University Residences website UX analysis

Anticipated problem to solve (in general): Website is not user friendly

Project Description (500 words or so): Student Life Marketing intends to begin redesign/reorganization of the University Residences website in January 2020 and would like to implement recommendations as applicable. The website is currently not very user friendly, however, there are some things that work well. The information structure on the site needs to be reviewed to see what works, and what doesn't.

The department would like to analyze how users interact with the site, and how they would prefer to interact with it. What information do they look for most often, and how do they go about finding it? Do they give up in dissatisfaction?

We would like to see an analysis of:
- audience and its characteristics
- content on the site
- how content is presented
- card sort to determine the best organization of information
- suggestions for general improvement

Since the majority of the audience interacts with the site via mobile devices, we want to be sure that version of the site is included in the analysis. Our goal is to organize the information intuitively and improve user experience with a view to mobile first design.

Anticipated obstacles (if any): The basic design of the site is restricted by the Purdue brand guidelines. There is also a basic template for Purdue websites. The guidelines are here: https://www.purdue.edu/brand/applications/web-templates/index.php
Any changes would need to be within those parameters.

Anticipated outcomes: We hope to get to know our audience more fully so we can better serve them. Moving towards a more intuitive site so that our users have an easier, more enjoyable experience is the ultimate goal.

Resources provided by the company (i.e., financial support, software licenses, hardware, etc.): Access to any data or webpages needed, organization of an oversight/steering committee

Resources expected from student team (i.e., time, software access/availability, transportation, etc.): Meet with oversight/steering committee weekly. Two milestone presentations during the course of the semester to cover status of the project, any barriers encountered, and questions for the committee.