Start with user needs

60 minutes, 3 parts:

- learn
- build
- feedback

Ever been disappointed by a website?

WeatherOnline
Torquay
Forecast Nov 22 2018
9°C / 48°F
E 4
>> Day 1 to 4 | >> Day 5 to 8
© weatheronline.co.uk

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Latest Update : Wednesday December 13, 2017 08:34:28
Special Thanks to : Vincent@webpagesthatsuck.com For the Free Advertising !

On the average web page, users will read at most **28%** of the words during an average visit; 20% is more likely.

www.website.com

Blah. Blah. Blah.
Blah. Blah. Blah.
Blah. Blah. Blah.
Blah. Blah. Blah.

The average page visit lasts less than a minute and users often leave web pages in just **10-20 SECONDS**

Every day ...

3 billion Google searches

27 million pieces of content shared

8 seconds before someone gets distracted online

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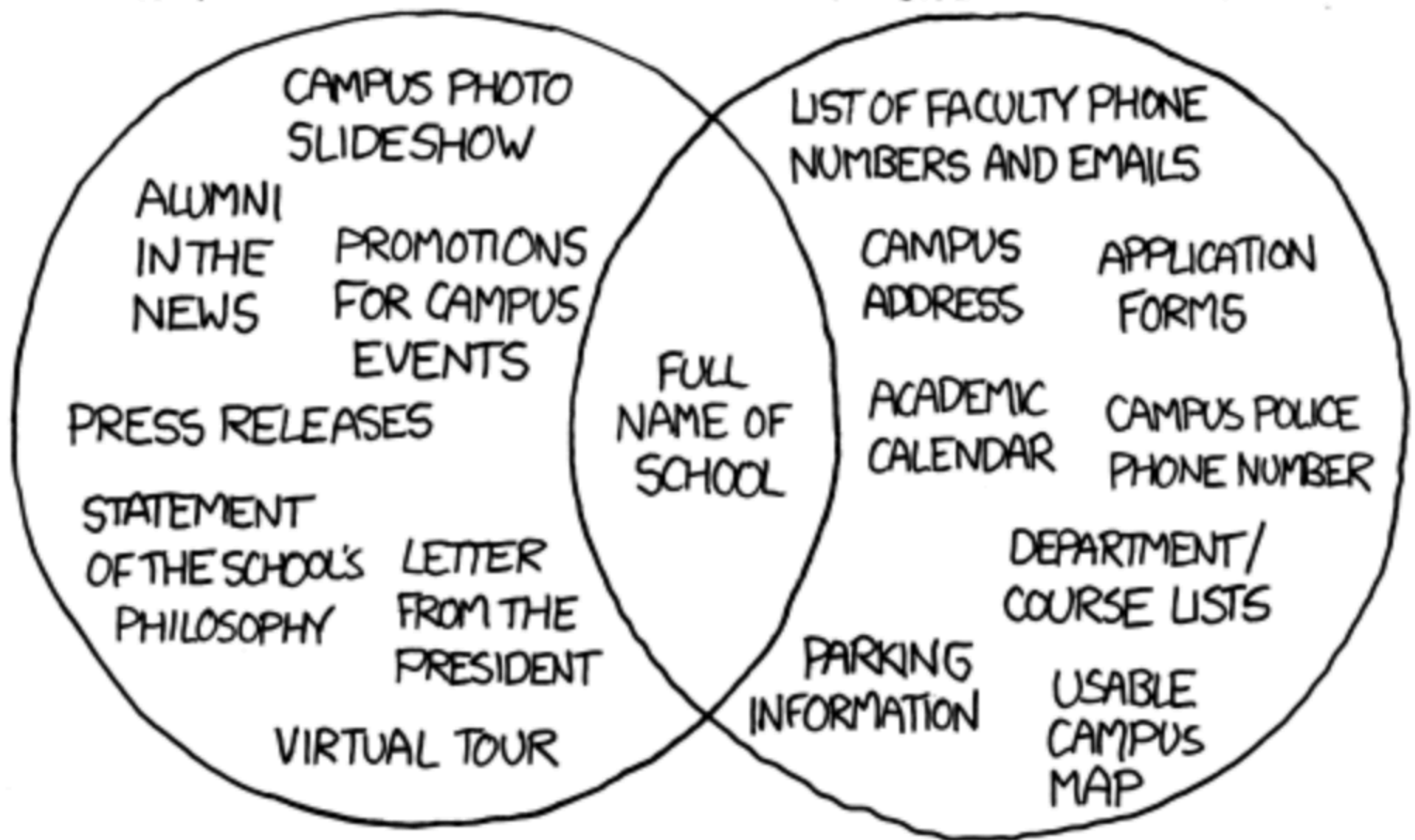# F-shape reading pattern

The web is not a billboard.

You can't push messages at people like you can through other channels.

The web is all about 'pull'.

THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO THE SITE LOOKING FOR

CAMPUS PHOTO SLIDESHOW

ALUMNI IN THE NEWS

PROMOTIONS FOR CAMPUS EVENTS

PRESS RELEASES

STATEMENT OF THE SCHOOL'S PHILOSOPHY

LETTER FROM THE PRESIDENT

VIRTUAL TOUR

FULL NAME OF SCHOOL

LIST OF FACULTY PHONE NUMBERS AND EMAILS

CAMPUS ADDRESS

APPLICATION FORMS

ACADEMIC CALENDAR

CAMPUS POLICE PHONE NUMBER

DEPARTMENT / COURSE LISTS

PARKING INFORMATION

USABLE CAMPUS MAP

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Meeting user needs means you help users to do something by giving them what they need.

Who has a need?

What do they want to do?

Why do they want to do it?

Needs can be emotional as well as functional.

Your users might be anxious, distracted, time-poor …

As a young person with an offer of a place at Southampton

I need to make an informed decision

So I can decide whether to study there or elsewhere

Good needs

Need to know if I can or can't go to the UK

Need to know exactly what I can and can't do while here, so I'm not thrown out of the country

Bad needs

Need to complete an application and send documentary evidence of my eligibility

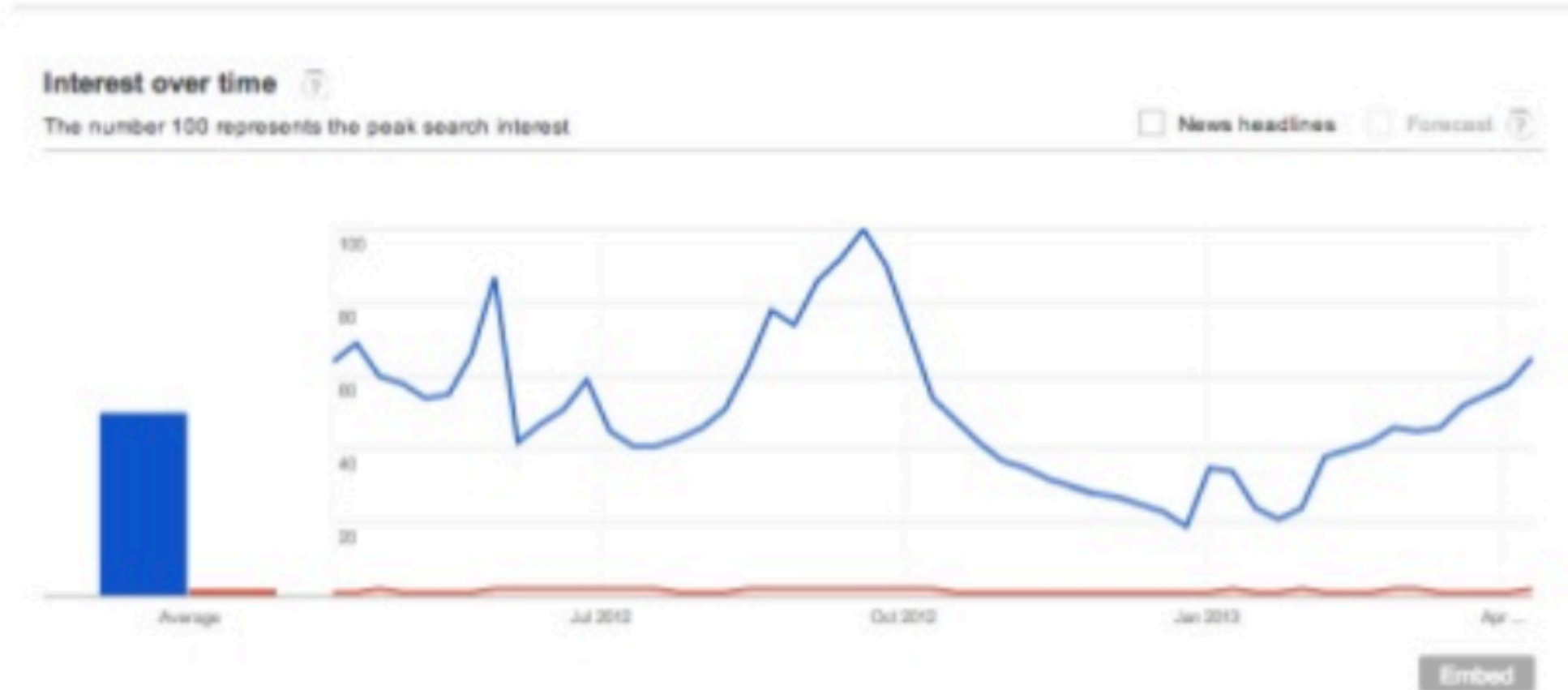Need to read latest guidance on policy changes

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The test of a good user need

✓ **If you showed it to a user, would they recognise it as their need?**

✓ **Is it written with words real users use?**

✓ **Does it describe the problem rather than the solution?**

✓ **Will it stay the same regardless of changes to technology, policy and existing services?**

✓ **Does it help you organise and prioritise work?**

Inspired by Leisa Reichelt @leisa

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User needs make user journeys that work:

- based on evidence
- not about guesswork
- not about what you want to push

Should we duplicate content to cater for different audiences?

Guide
Student finance

1. Overview
2. Loans and grants
3. Extra help

4. Eligibility
5. Repayments
6. Further information

Student finance, loans and universities

Student finance login

Apply online for student finance

Student finance: how to apply

Student finance forms

Student finance calculator

Contact Student Finance England

Student finance if you started before 1 September 2012

More

1. Overview

The main student finance package includes a:

- Tuition Fee Loan
- Maintenance Loan - full-time students only
- Maintenance Grant - full-time students only

The rules are different if you became a student before 1 September 2012.

Tuition Fee Loans pay for your course. Maintenance Loans and Grants help with living costs (eg accommodation, books, bills). You have to pay back loans but not grants.

Policy formation | Capturing requirements and procurement | Development | Launch

User needs?

User needs

Discovery | Alpha | Beta | Live

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