

COMPLEX CLOTH  
**PROFILES &  
UX MAP**

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KELLY, SULEY, YOUNG, ELAINE, & CHARLOTTE

**F22**

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# USER PROFILES

**SOCIAL WORK PROFESSOR: DR. MARK BROWN**



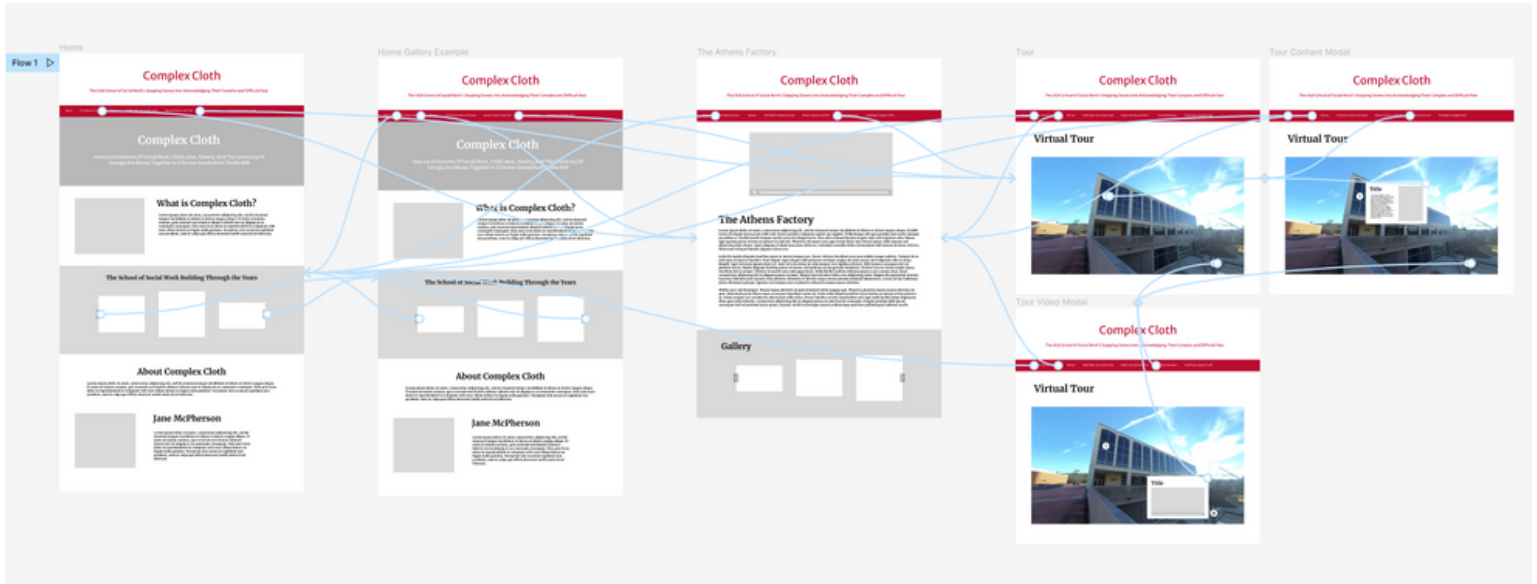
Dr. Mark Brown is a senior lecturer at the School of Social Work at the University of Georgia. He teaches the Social Work Capstone course, part of the curriculum for this course is to discuss the history of the building. Currently, He is frustrated with the eLC, which isn't user friendly and the majority of the information is locked behind this course. He wants to be able to use a more interactive and engaging form of media to teach the students. Dr. Mark Brown is a bi-racial 55 year old man who is originally from outside the San Francisco Bay Area, but moved to Georgia 10 years to further his career as professor. Before UGA, he was a professor at UC Berkeley, an institution that was very transparent with their history. He hopes that this new website will increase transparency around the history of the SSW and further educate students and the Athens community.

Sally is a 23 year-old caucasian female that has lived in Georgia her whole life. She graduated from UGA in 2019 with a degree in Human Development and Family Science. She comes from an affluent family and did not experience much hardship during her upbringing. Sally is a student in the school of social work studying to get her MSW, Masters of Social Work, at UGA. She visits the school of social work every single day for classes, but has never thought twice about the building she is entering. Nonetheless, she is open minded to learning more about UGA's history and is well-versed in current events. Sally uses instagram and Tiktok as her main social media platforms, and would be interested in engaging in the experience online or through social media. Since she would likely not actively seek out this information, it is important that the experience is engaging, attention-grabbing and informative.

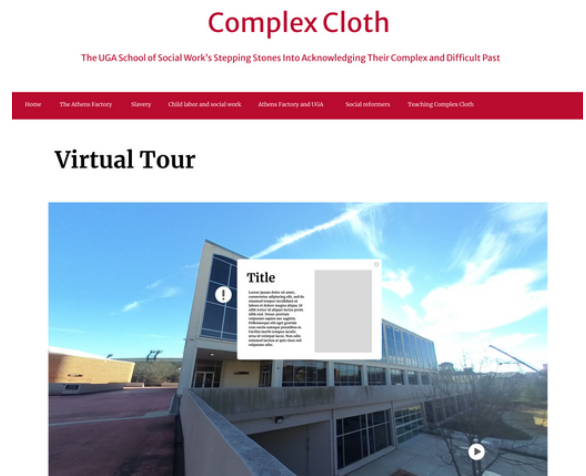
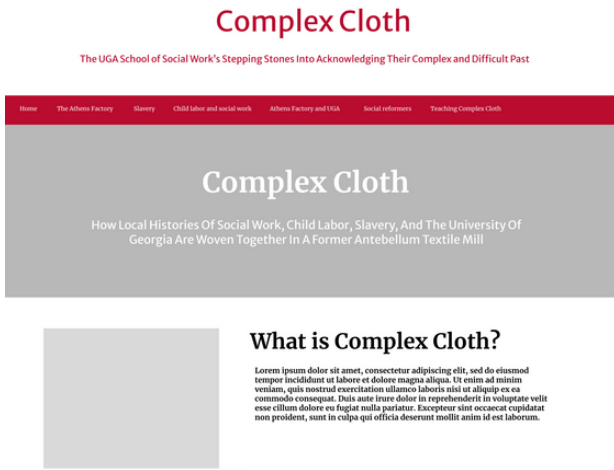
**THE COLLEGE STUDENT: SOCIAL WORK SALLY**



# UX MAP



An overview of our entire UX Map.



Closer view of our wireframe.

For a interactive and closerview of the UX map visit our figma link:  
<https://www.figma.com/file/5GTPyn8bxyBA0EHOMDYQMO/Complex-Cloth-Wireframe>