FRANKLIN COLLEGE

UX Map

Rachel Dowd, Kathryn Dach, Anna Medina, Sheena Deepak, Rachel Nguyen

USER STORY 1



Michael - Junior, Franklin Student, Graphic Design Major

Michael is a 3rd-year UGA student studying Graphic Design in Franklin College. As he starts thinking about career opportunities, he wants to explore internships, job options, and potential career paths related to his major. He visits the Franklin website, expecting to find a clear list of internships, alumni success stories, and industry connections. First, he clicks on “Academics”, but the page only provides general course information. Then, he navigates to the Graphic Design department page, but the resources are scattered, and many links lead to external sites without clear guidance. Michael wishes for a centralized page where he can easily browse internships, see companies that hire Franklin students, and get career advice tailored to his major without wasting time searching.

USER STORY 2

Lilly - Freshman, Prospective Student, Undecided Major



Lilly is a first-year student at UGA who is still exploring majors. She is researching different programs to understand career paths, coursework, and requirements. She's always been interested in psychology, and her advisor suggests looking into Cognitive Science within Franklin College. Lilly visits the Franklin website and starts with "Academics", expecting to find major-specific information, but the page is too general and overwhelming. She then clicks on the Cognitive Science department page, which links to an outdated UGA Bulletin with unclear course requirements and no clear distinction between required and elective classes. Frustrated, she struggles to navigate the website and is left confused about her options. This experience makes her feel overwhelmed and discouraged, pushing her to consider other majors instead. Lilly would benefit from a dedicated "Major Requirements" tab with an updated flowchart, a searchable course guide, and reliable links to help her make an informed decision.

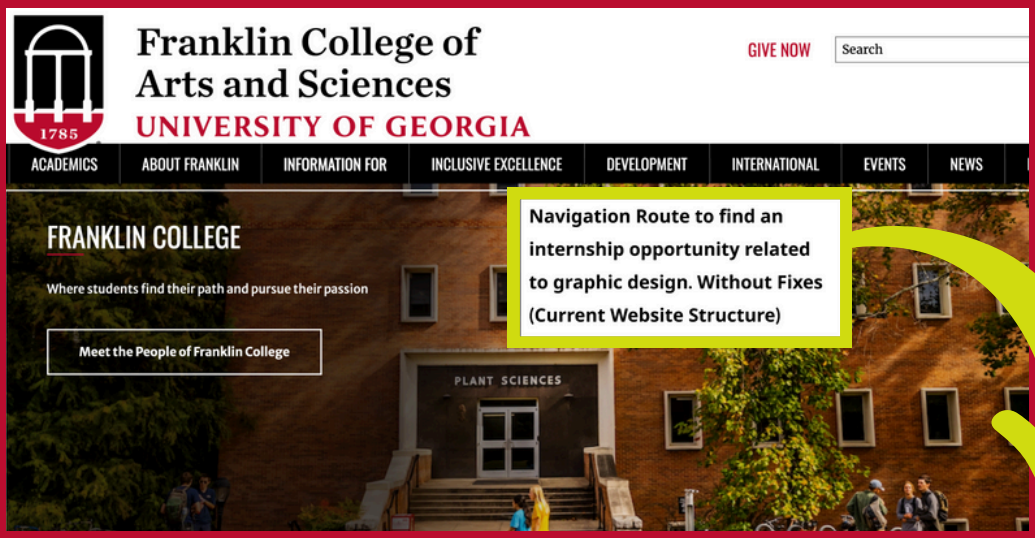
USER STORY 3



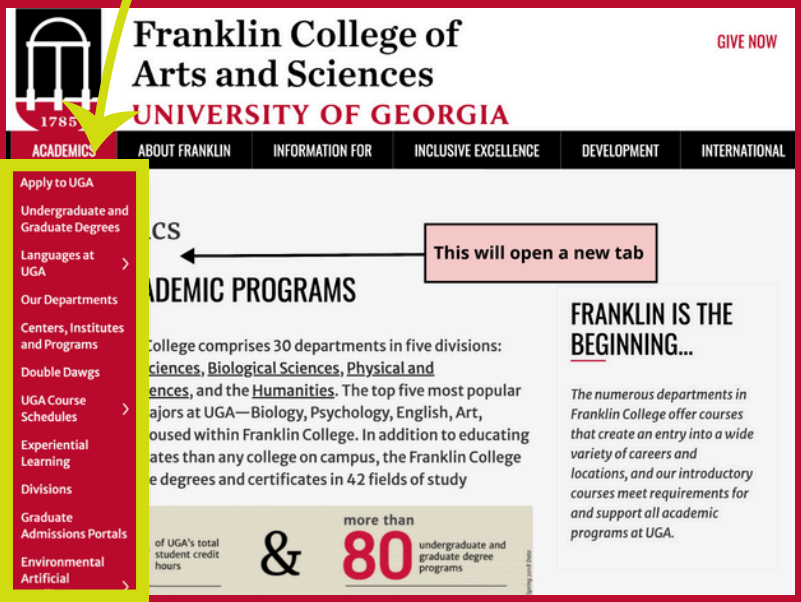
Amy - English Professor, Franklin Faculty

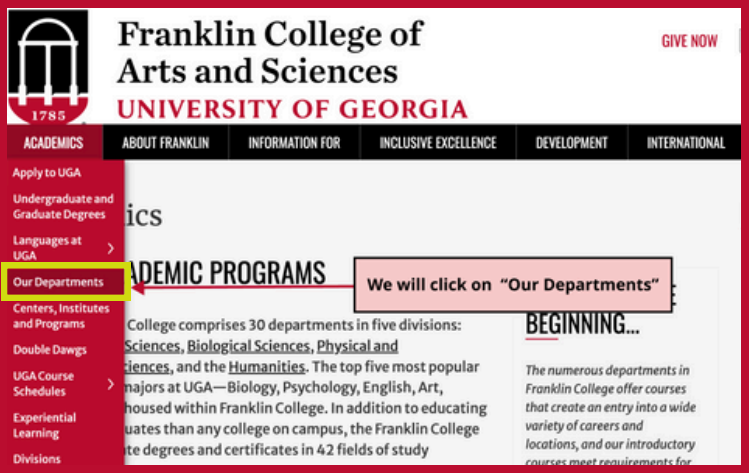
Amy is an English professor at UGA, teaching within Franklin College for seven years. She frequently uses the university website to access faculty resources, research opportunities, and student support tools. She also helps students find professional development opportunities and scholarships within Franklin. However, when she clicks on “Academics”, she finds the page cluttered and student-focused, making it difficult to find faculty-specific information. When she searches for English department resources, she is overwhelmed by announcements and unrelated content. Instead of finding a centralized, well-organized hub, she has to rely on department-wide emails or word-of-mouth from colleagues. Amy suggests that the website should include a faculty section with clear, organized links to research, teaching, and professional development resources, making it easier for faculty to access the tools they need.

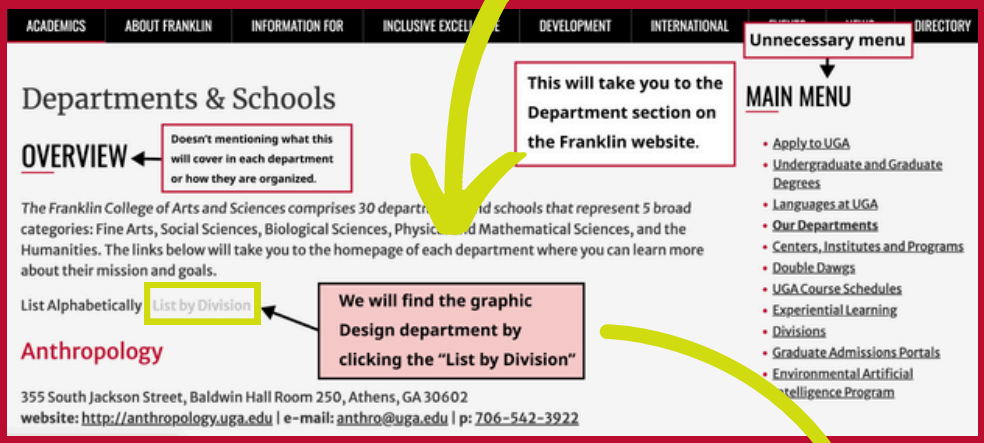
UX WIREFRAME

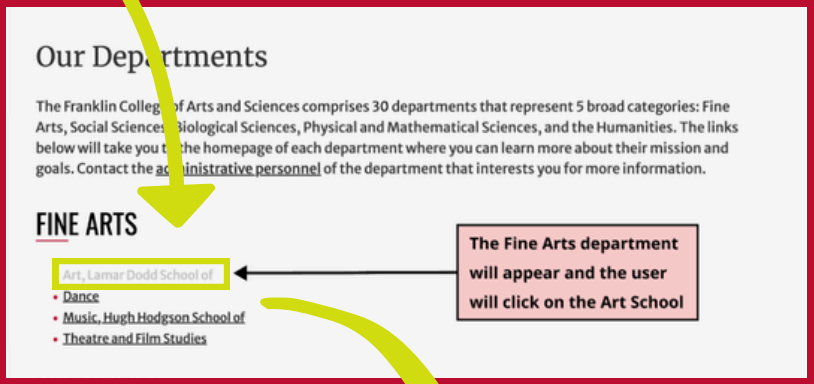


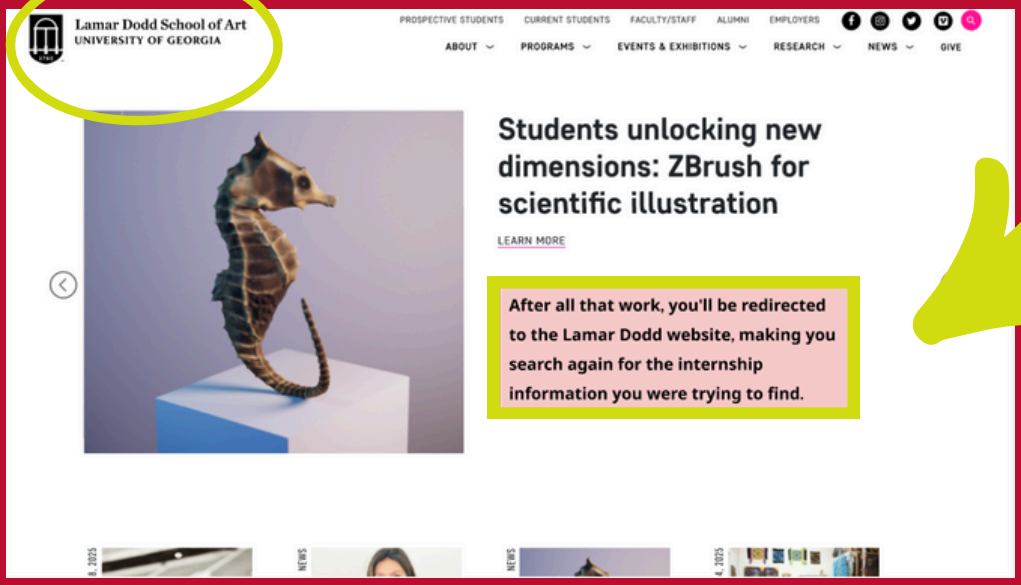





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Double Dawgs
UGA Course Schedules
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Divisions
We will click on "Our Departments"
BEGINNING...


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Unnecessary menu
Departments & Schools
This will take you to the Department section on the Franklin website.
MAIN MENU
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Doesn't mentioning what this will cover in each department or how they are organized.
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Centers, Institutes and Programs
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Graduate Admissions Portals
List Alphabetically
List by Division
We will find the graphic Design department by clicking the "List by Division"
Anthropology
355 South Jackson Street, Baldwin Hall Room 250, Athens, GA 30602
website: http://anthropology.uga.edu | e-mail: anthro@uga.edu | p: 706-542-3922


Our Departments
FINE ARTS
Art, Lamar Dodd School of
Dance
Music, Hugh Hodgson School of
Theatre and Film Studies
The Fine Arts department will appear and the user will click on the Art School


Lamar Dodd School of Art
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After all that work, you'll be redirected to the Lamar Dodd website, making you search again for the internship information you were trying to find.

This is how we are hoping the Franklin website will work in the future

