Peabody Student Collective

User Research

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Research Objective

- To gain a clear understanding of the Peabody Student Collective’s goals and aspirations for this project in order to effectively create a viable product that the student organization can use to expand its online platform and visibility on UGA’s campus

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Methods

- Creating a survey for PSC members
- Conducting interviews with members of the executive board
- Attending a general body meeting
- Watching clips of “Peabody Conversations”

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Target Audience

- Primary Audience: Reaching Grady students with a goal of branching out beyond Grady students next year

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Interview with Jaiden Arada

- **Q: When you envision a website for the Peabody student collective, what do you picture?**
  - A: She says it is important to show a clear distinction between the student collective and the actual Peabody Awards. She also wants the website to indicate that PSC is affiliated with UGA. On a homepage, she would love to see a mission statement of some kind, talking about the reason why they started the club, and why the Peabody Awards matter. She hopes the website with show the direction of the club from where they started. A blog of some kind, discussing the Peabody sphere. As a student collective they are doing stuff all year round just like the awards. For backlight, the collective is being allowed to give a student film an award, she would love to see this on the website.
- **Q: What kinds of stories would you like to see featured on the website?**
  - Peabody's motto is "Stories that Matter" and they can really choose any story that matters to society. They are not limited to any specific genre, and it can be anything that they believe matters. They are not limited to dramas or sob stories. For example, SNL won last year and they too are telling stories that matter. These stories may seem doom and gloom.

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Interview with Jaiden Arada

- **Q: What information about the organization do you think is most important for members to access quickly?**
  - A: Definitely information about the award show itself, some people in Grady have vaguely heard of it or haven’t at all. Informational section, what they are, what they stand for, why we created this organization to support the awards. Why does it matter to people? How has it moved from local broadcasting to film, television, interactive media, etc. Emphasizing the process. Things to look forward to, future aspirations.
- **Q: How do students currently stay informed about PSC activities?**
  - A: They use instagram and Groupme and they update them as much as possible. They are hoping that the next group who takes over is eager and ready to start. They push information out through socials to keep people informed. They have board meetings to decide what kinds of activities they’d like to host and base these decisions on the time of month, what is trending, what people will like.

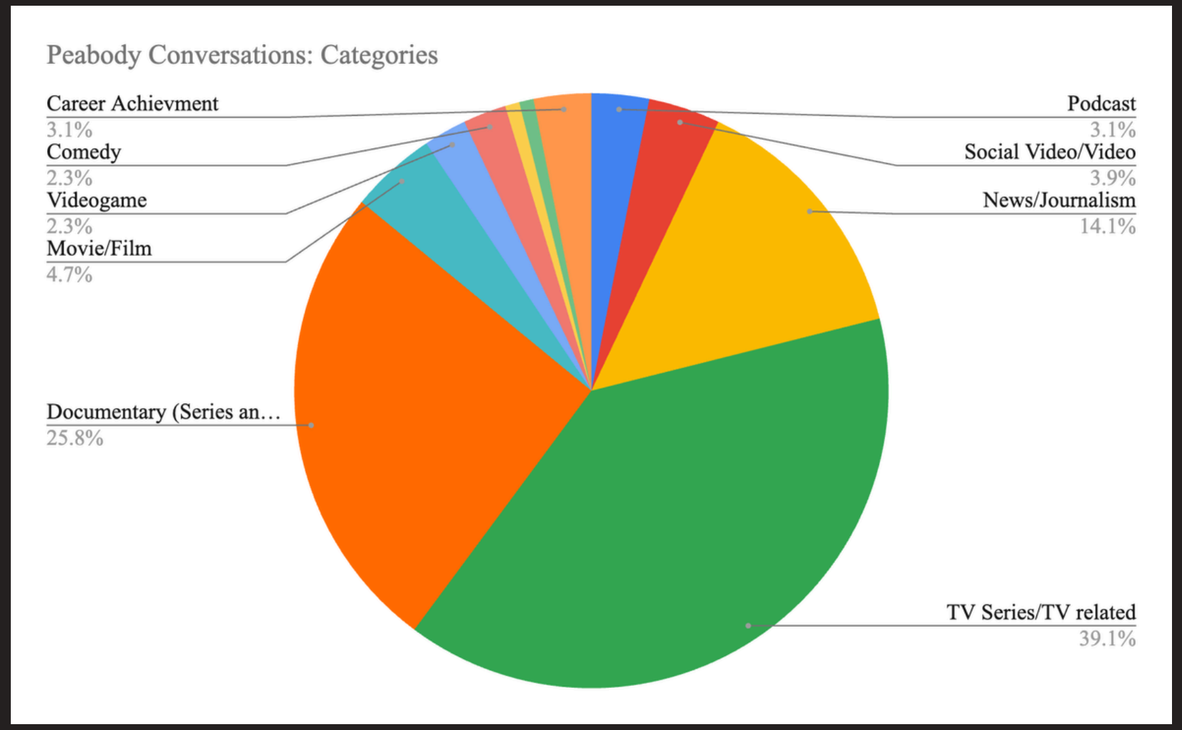
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Interview with Blakeley Hollingshead

- **Q: When you envision a website for the Peabody student collective, what do you picture?**
  - A: A hub for all of the information about the club: mission, board members, projects, events, etc.
- **Q: What kinds of stories would you like to see featured on the website?**
  - A: I would love to see some highlights on Peabody winning content, as well as UGA stories that matter (for example we're giving an award at Backlight Student Film Festival to a story that matters, and it would be cool to highlight that)
- **Q: How do students currently stay informed about PSC activities?**
  - A: Members access information through GroupMe and Instagram
- **Q: What information about the organization do you think is most important for members to access quickly?**
  - A: I think it is most important for members to access quick information about meeting dates and have the ability to learn what the PSC is

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Data from “Peabody Conversations”



This data was pulled directly from the Peabody Awards website under “Peabody Converesations.” It reflects the different types of award winning media featured in the 4 minute clips throughout the webpage. We saw this as a template for the different types of stories users can expect to see on the Peabody Student Collective website.

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Survey Questions

- In one sentence, how would you describe the purpose of the Peabody Student Collective?
- What does the Peabody Student Collective do especially well right now?
- What could the Peabody Student Collective improve on?
- How important are these priorities for the Peabody Student Collective? (1 = not important; 5 = extremely important)
    - 1. Increasing student awareness
    - 2. Growing membership
- What kinds of impact does the Peabody Student Collective hope to have on UGA students?

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Survey Questions

- How would you describe the relationship between the Peabody Student Collective and the Peabody Awards?
- How connected do you personally feel to the Peabody Awards through the Peabody Student Collective?
- What aspects of the Peabody Awards should the Peabody Student Collective emphasize more?
- Who do you think the website should be primarily designed for?
- What information would you expect to find on a PSC website? (Select all that apply)
- Where do you think PSC should focus more of its outreach?

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