



User Needs

To create a successful website, one must consider the **user needs**. User needs are an individual’s goals and objective on your website.

We ask clients to consider their audience so that content is informative and designed around the user's needs.

Examples of Users :

- Prospective Students
- Current Students
- Faculty
- Vendors
- TA
- Staff

Examples of Needs :

- Apply to a program.
- Look for scholarships.
- Attain teaching materials.

Follow the template below to think about the user and their needs:

| As a [User] | I need to [what user wants to do] | So that [why the user wants to do this] |
|-----------------|-----------------------------------|---|
| Faculty Member. | Find teaching materials. | I can incorporate it into my lesson plan. |
| | | |
| | | |
| | | |
| | | |
| | | |