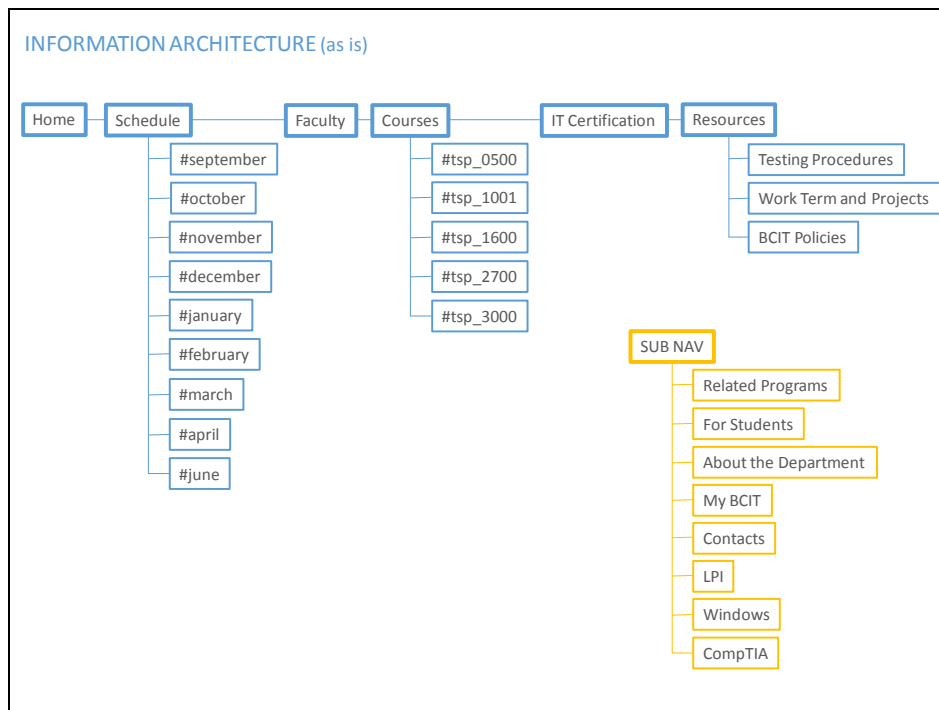


## TSP - UX & WIREFRAMES

### WEBSITE "AS IS"

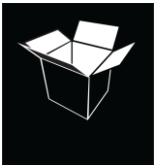


### TSP STUDENT POPULATION: At present 100% Male

#### PERSONA

- **Age: 18-30**
- **Gender: Male**
- **Characteristics**
  - Technology savvy
  - Active
  - Impatient
- **Web usage**
  - Very frequently
  - Advanced users
  - Devices
    - Smartphone, tablet or PC





## NAVIGATION SOLUTION DEVELOPED

Using Stickies, 5-Whys & Poke-Yoke Concepts



## PROPOSED NAVIGATION CHANGES

