

Project Study: User Experience TUM SoM Website

Objectives

In the third phase of improving the user experience of the TUM SoM Website, a group of students will have the unique possibility of working hands-on on improving website usability.

In cooperation with the TUM Digital Marketing Management and under our supervision, students will

- analyze the status quo of the current user experience
- examine the effectiveness of measures taken after the previous project study
- work with data analysis tools such as Google Analytics and Hotjar
- interact closely with TUM Digital Marketing Managers and have a real impact
- create a report including key findings and recommendations for future improvements
- learn project management skills, independent working, and intergroup resource management – skills highly relevant for being competitive on the job market

What we expect

- motivation to learn a lot about website management in a very practical way
- ability to acquire data analysis skills through self-study
- working responsibly full-time (3 months) or part-time (6 months) in a team of min. 3 students
- great team working and communication skills
- able to start this summer semester (SS24)

If you are interested, please send your CV and a brief **motivation letter** including a short **outline of your skills** valuable for this project to Nienke.buters@tum.de.