Purpose, Target Audience & User Requirements of the Presentation

The purpose of the presentation is to inform, and so potential students and parents can interactively look at what's on offer within the computer department and the facilities and get familiar with the layout and enticing them to join.

The audience of the presentation is 16+, usually students, parents or people looking to further their education. People who have already decided to join will look at the presentation to get familiar with the layout.

The presentation is going to be suitable for the audience and purpose because I have included information about the college and what it has to offer. I have also included photos of the college so the audience will know what to expect when they attend the college.

The user requirements would be people with a computer with an internet connection and a disposable income. They also need office 365 to view the PowerPoint presentation.

Presentation project ideas:

Slide: 1 - Introduction

Slide: 2 - Information about the college

Slide: 3 - Photo of entrance

Slide: 4 - Photo of reception

Slide: 5 & 6 - Photo of upstairs and upstairs computer room

Slide: 7 & 8 - Photo of downstairs and downstairs computer room

Slide: 9 – Contact page – phone number – email – open evening dates

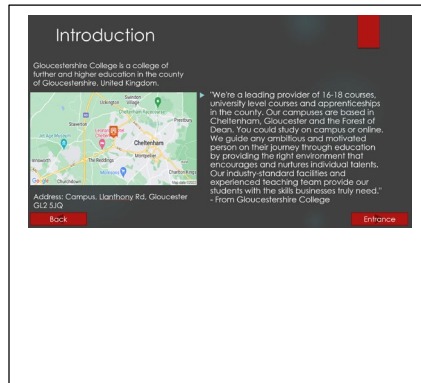White text colour

White background

Description of locations
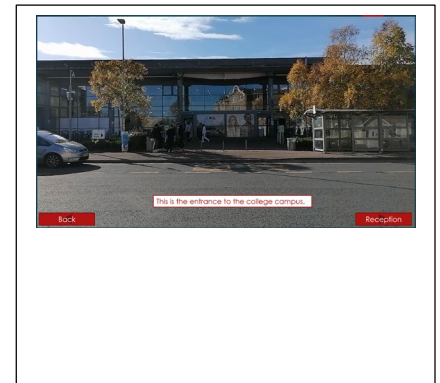
Storyboard

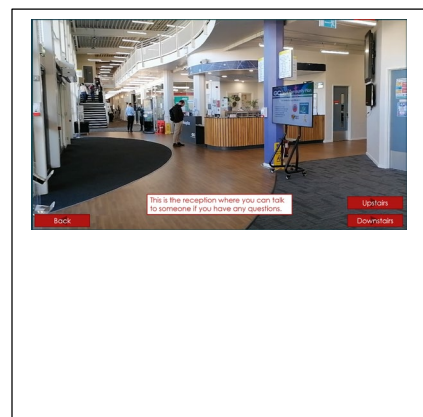Slide: 1

Intro – start button

Slide: 2

Introduction – map of college – address – information about the college
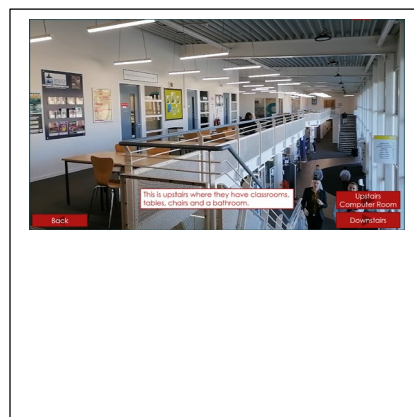

Slide: 3

Photo of entrance – description of location

Slide: 4

Photo of reception – description of location
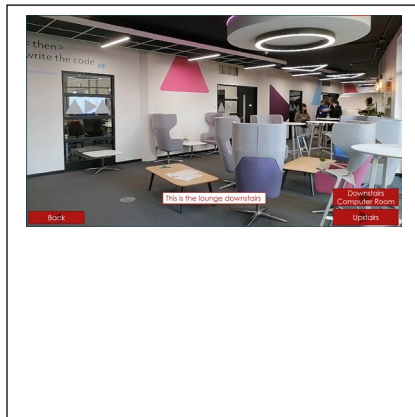

Slide: 5

Photo of upstairs – description of location
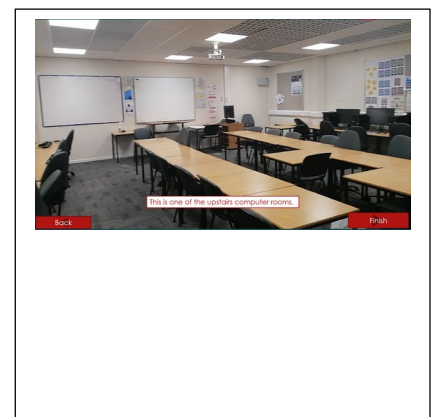
Slide: 6

Photo of upstairs computer room – description of location

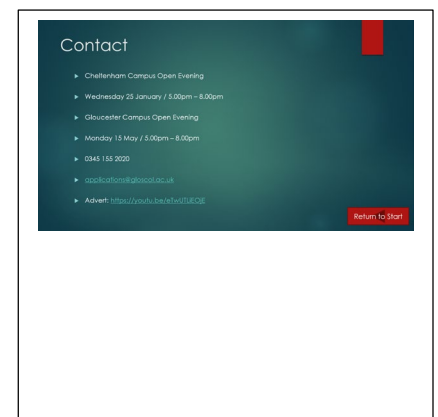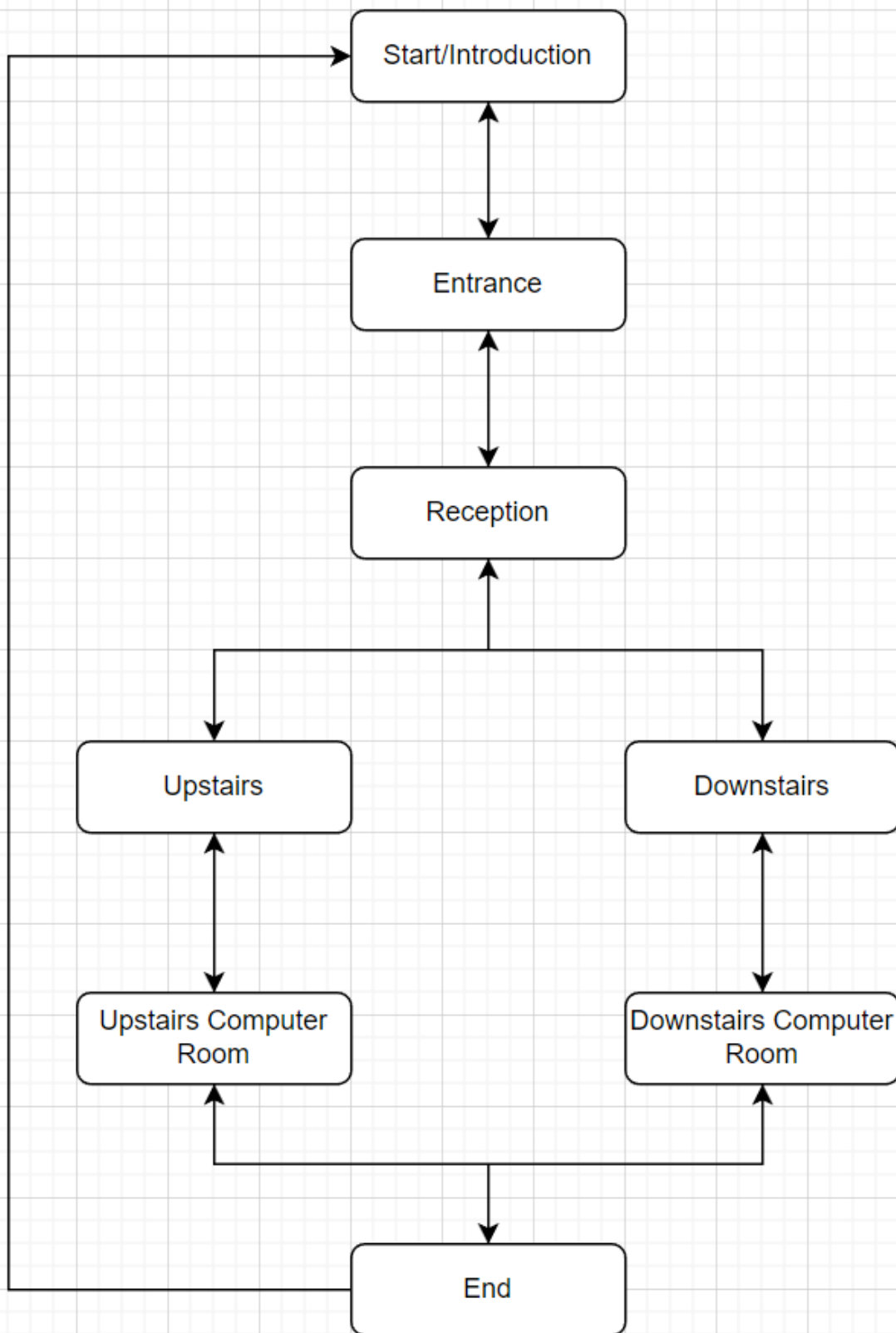|		
Slide: 7	Slide: 8	Slide: 9
Photo of downstairs – description of location	Photo of downstairs computer room – description of location	Contact page – information about open evenings, phone number and email
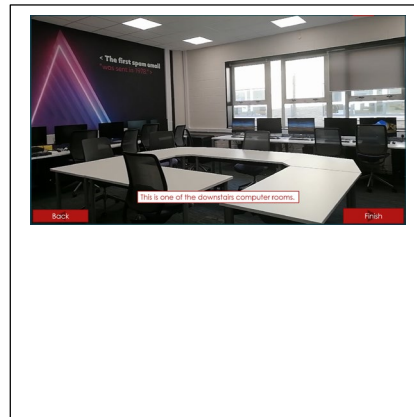
Flowchart

```
                    ┌─────────────────────┐
        ┌──────────→│  Start/Introduction │
        │           └─────────────────────┘
        │                     ↕
        │           ┌─────────────────────┐
        │           │      Entrance       │
        │           └─────────────────────┘
        │                     ↕
        │           ┌─────────────────────┐
        │           │      Reception      │
        │           └─────────────────────┘
        │              ┌──────┴───────────┐
        │              ↓                  ↓
        │      ┌──────────────┐   ┌──────────────┐
        │      │   Upstairs   │   │  Downstairs  │
        │      └──────────────┘   └──────────────┘
        │              ↕                  ↕
        │   ┌──────────────────┐ ┌──────────────────┐
        │   │ Upstairs Computer│ │Downstairs Computer│
        │   │      Room        │ │      Room         │
        │   └──────────────────┘ └──────────────────┘
        │              ↑                  │
        │              └────────┬─────────┘
        │                       ↓
        │              ┌──────────────────┐
        └──────────────│       End        │
                       └──────────────────┘
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Assets

Asset	Link
College Icon	www.gloscol.ac.uk
Google maps image of the college	Google Maps
A video and photo of the entrance	A photo I took on my phone
A video and photo of the reception	A photo I took on my phone
A video and photo of upstairs	A photo I took on my phone
A video and photo of the upstairs computer room	A photo I took on my phone
A video and photo of downstairs	A photo I took on my phone
A video and photo of the downstairs computer room	A photo I took on my phone

Alternate Presentation Design

An alternative design for the presentation would be a checklist of things the college has available. The purpose of this is to inform people of what the college has and can give to students who join.

The audience of the presentation is 16+, usually students or people looking to further their education. People who have already decided to join will look at the presentation to see all the things the college has to offer like facilities, including hair and beauty salons, a theatre, recording studios, tennis courts, restaurants and iMacs.

The user requirements would be people with a computer with an internet connection and a disposable income. They also need office 365 to view the PowerPoint presentation.

I chose not to use the checklist of all the things the college has to offer students for the presentation as it would be just text and could make it boring and uninteresting for people looking at it.

I am going to use my design as it is more suitable for the audience and purpose because it is more suitable to age group that the advert is aimed at as it has images and not as much text to read.

Check List

Criteria	Pass	Explanation
Purpose of product		
Fit for purpose		
Target audience		
Features		
Age limit		
Functionality		
User requirements		
Accessibility		
Navigation		
Performance		

Development

Introduction

- Gloucestershire C[...] further and higher education in the county of Glouces[...]gdom.

- "We're a leading p[...]urses, university level courses and apprenticeships in[...]mpuses are based in Cheltenham, Gloucester and th[...]u could study on campus or online. We guide any amb[...]d person on their journey through education by providing the right environment that encourages and nurtures individual talents. Our industry-standard facilities and experienced teaching team provide our students with the skills businesses truly need." - From Gloucestershire College
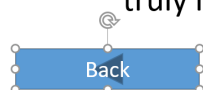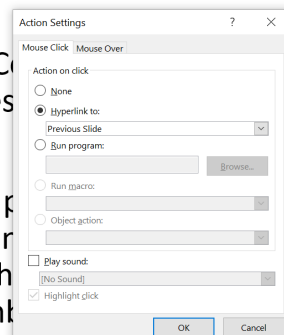
Editing the action buttons for navigation.
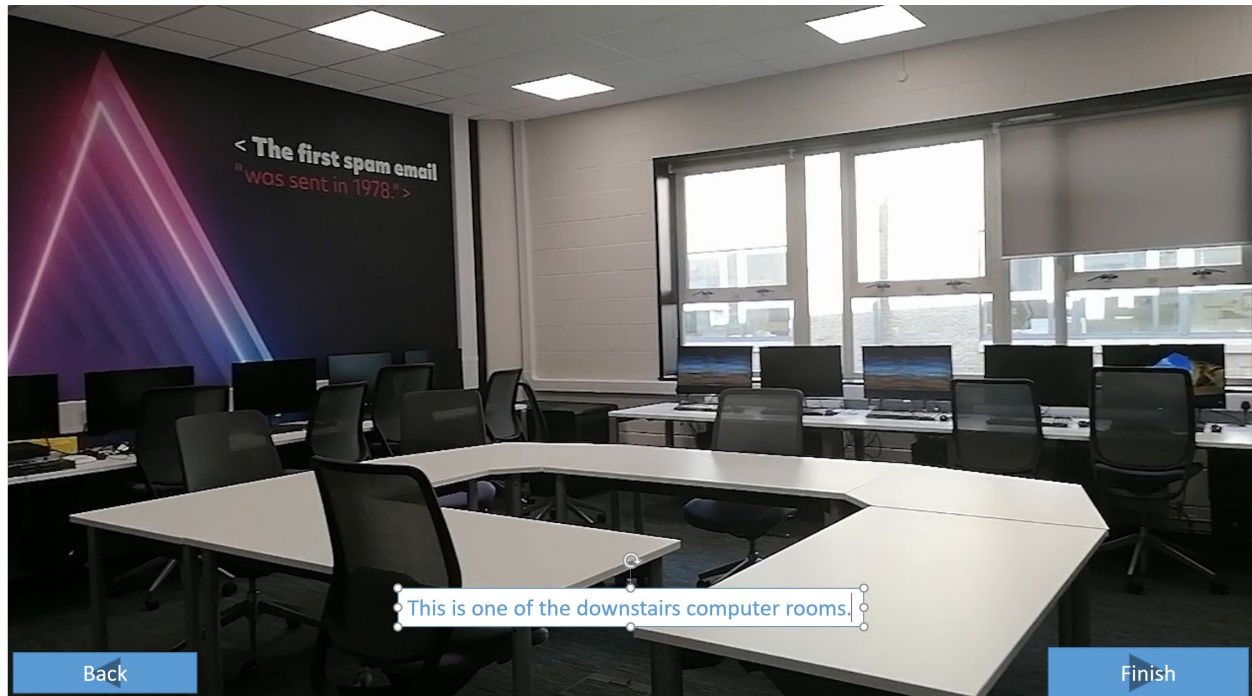
Adding text to the slides.

Contact

- Cheltenham Campus Open Evening

- Wednesday 25 January / 5.00pm – 8.00pm

- Gloucester Campus Open Evening

- Monday 15 May / 5.00pm – 8.00pm

- 0345 155 2020

- applications@gloscol.ac.uk

Return to Start

Adding contact information at the end.

Description of development, colour schemes, theme and audio

I chose to have images of the college as the background of the presentation with action buttons so people can look around the college. I chose to leave the background white and put pictures of the college over it. I chose to keep the colour of the buttons blue so they can be seen easily. I did not use any audio for the presentation.

Presentation Review

I chose to have images of the college as the background of the presentation with action buttons so people can look around the college. I decided on this so people who have not been to the college can see what it looks like and get a feel for what it might be like there. I added some information about the college so they can learn a bit more about the college and some text so people can tell what they are looking at. I also added information about how to contact the college so people who might be interested will know how to get in contact. I added a map and the address of the college so people will know where it is. The theme I chose looks nice, professional and makes the PowerPoint look fuller and doesn't distract from the PowerPoints purpose.

It was a bit difficult choosing the theme and making it look nice. I decided on the theme after hearing the feedback.

Peer Review

Jack Pendleton

Parent

What did you like about it?

Informative

Action buttons

Map. Address. informative

What went well?

Easy to read and understand

Clear purpose

What can be improved?

Bland front page

Bland. Not many colours

What would you say the purpose of the product is?

Information on college to potential students

informative

What didn't you like about it?

Bland front page

A bit bland

What would you do differently?
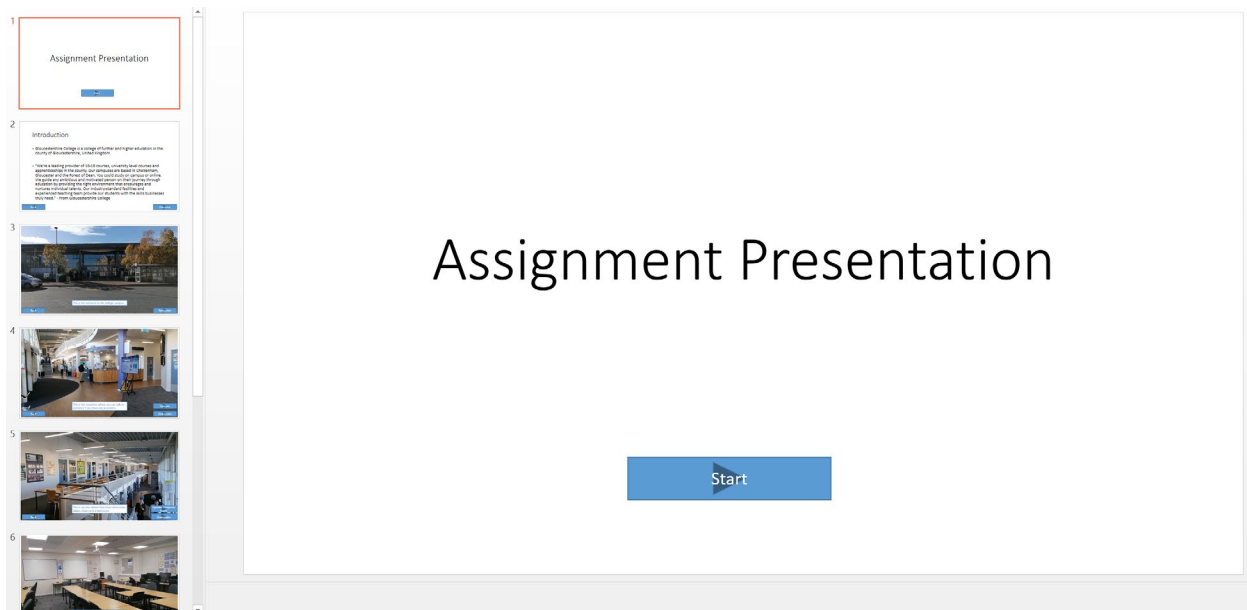
More colour

Map of the area

Leisure areas

More fun stuff

More colour

Do you think the content is for the target audience?

Yes

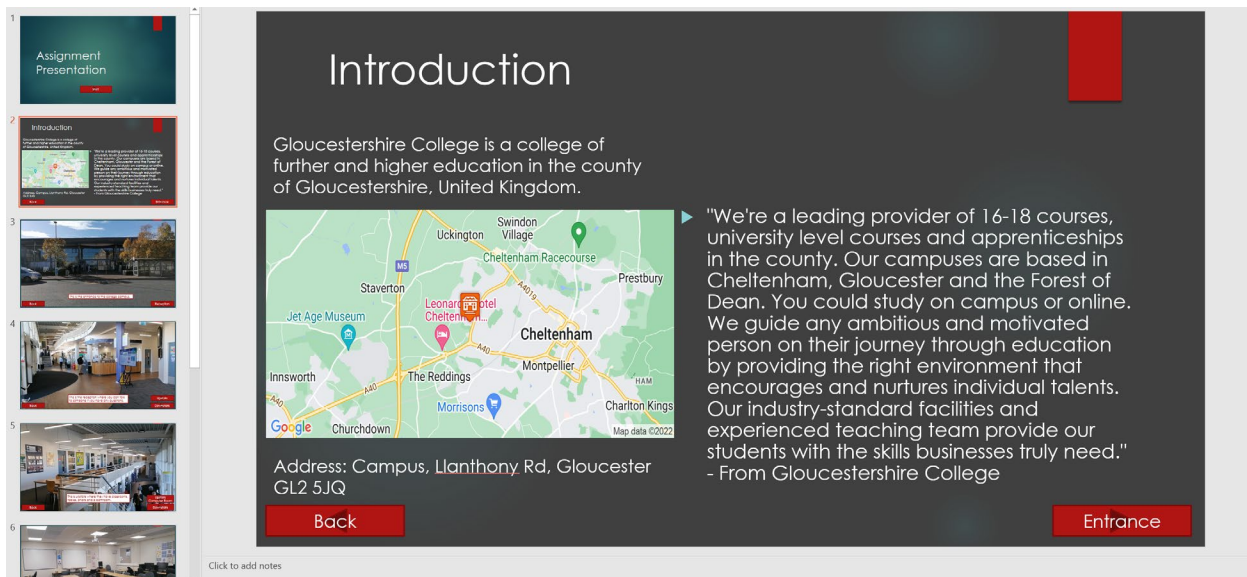
Yes, it is informative

Presentation Changes

This is before the changes I made to the PowerPoint

This is after the changes I made. I originally chose to leave the background white but because of the feedback I got said it looked bland, I changed the theme and colours to make the PowerPoint look nice, fuller and more professional. I also added a map and the address because some people might not know where the college is. Finally, I added a link to the advert that people can click on and watch.

Presentation Test Plan

Criteria	Pass	Explanation
Purpose of product	Yes	The presentation will show pictures of the college and tell them about it.
Fit for purpose	Yes	All the information and assets used relate to the college
Target audience	Yes	It is interactive, so people can play with it and look around the college
Features	Yes	The action buttons allow you to navigate around the college
Age limit	Yes	The presentation is suitable for all ages
Functionality	Yes	The action buttons work properly
User requirements	Yes	There is an internet connection and office 365
Accessibility	Yes	The presentation is available to anyone
Navigation	Yes	You can move through the PowerPoint with action buttons
Performance	Yes	The presentation functions smoothly