Web Design Task 2

User Perona

Contact details

Name = Sansa Vika

Age = 22

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User persona bio

Sansa Vika is a MCAST student who lives with her family and works during the summer, she studys advanced diploma in photography and she finds it difficult to understand the MCAST website for information.

Her Needs and wants for the redesign

Sansa wants that the MCAST had a more simple and easy to use design since a lot of the information on the website is cluttered and hard to find although it may be easy to navigate through she finds it difficult to find what she is looking for due to the confusion of the website and the fact that it isn't user friendly, She likes the mcast colours as they are, She would like if the website was much neater and had sections in which allows the user to access content much easier, she would also change the navigation buttons to make it easier for users.

How i created this user persona

I created this user persona through the results I received from the survey, the

percentage amount and answers gave me an idea of who my target audience are based on which is how I created this user persona, 60% of my target audience are 18+ and 40% are around 40+, 40% of my target audience found it quite easy to navigate through the website and 20% found it extremely hard, hard and not bad, 60% of my target audience found that the MCAST website it not very user friendly and 20% found that it is and another 20% found that is isnt, 80% of the users liked the MCAST colours while 20% did not, for the colour palette 60% which is most of my target audience preferred a warm colour palette while 40% of them preferred a cool colour palette, My target audience also said that if

they could change up the website they would make it neater and have sections to let the users access the content easier and they would change the navigation buttons to make it easier to find everything which i used these answers to create my user persona who identifies as my target audience.