Target Audience research:

Survey Questions:

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1. How often do you visit the MCAST website *

   ○ daily

   ○ weekly

   ○ Monthly

   ○ Very rarely/never

2. How easy is it for you to navigate through the website? *

   ○ Easy

   ○ Neutral (Can navigate easily with occasionally not knowing how to get to a page)

   ○ Hard

3. How visually appealing do you find the MCAST website *

   ○ Very appealing

   ○ Neutral (Design choice's aren't the worst but could be improved)

   ○ Not appealing at all

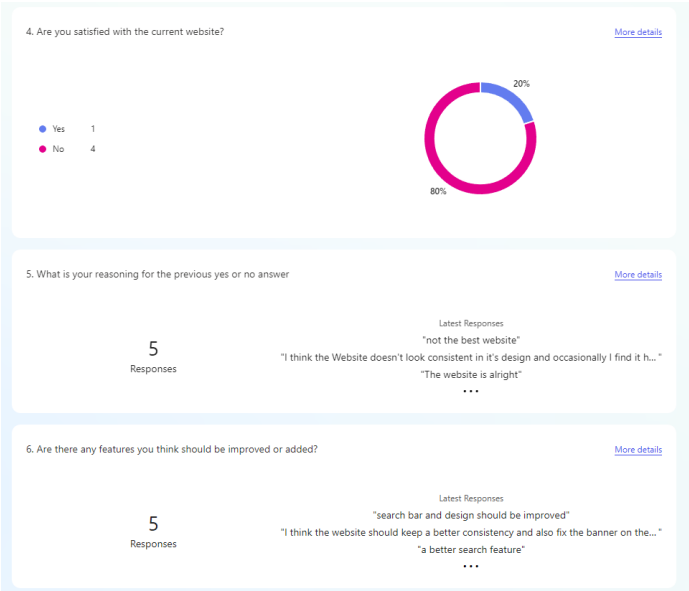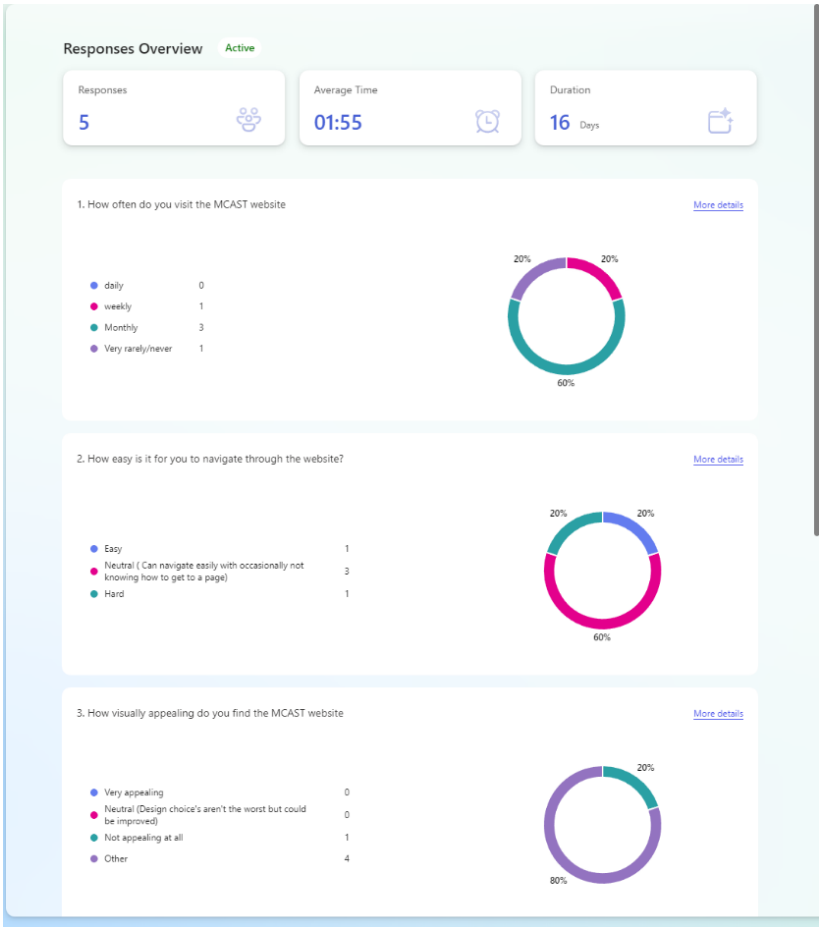4. Are you satisfied with the current website? *

   ○ Yes

   ○ No

5. What is your reasoning for the previous yes or no answer *

   Enter your answer

6. Are there any features you think should be improved or added? *

   Enter your answer

Survey Results:

Responses Overview — Active

Responses	Average Time	Duration
5	01:55	16 Days

1. How often do you visit the MCAST website
More details

- daily — 0
- weekly — 1
- Monthly — 3
- Very rarely/never — 1

(20%, 20%, 60%)

2. How easy is it for you to navigate through the website?
More details

- Easy — 1
- Neutral (Can navigate easily with occasionally not knowing how to get to a page) — 3
- Hard — 1

(20%, 20%, 60%)

3. How visually appealing do you find the MCAST website
More details

- Very appealing — 0
- Neutral (Design choice's aren't the worst but could be improved) — 0
- Not appealing at all — 1
- Other — 4

(20%, 80%)

4. Are you satisfied with the current website?
More details

- Yes — 1
- No — 4

(20%, 80%)

5. What is your reasoning for the previous yes or no answer
More details

5 Responses

Latest Responses
"not the best website"
"I think the Website doesn't look consistent in it's design and occasionally I find it h..."
"The website is alright"
...

6. Are there any features you think should be improved or added?
More details

5 Responses

Latest Responses
"search bar and design should be improved"
"I think the website should keep a better consistency and also fix the banner on the..."
"a better search feature"
...

5. What is your reasoning for the previous yes or no answer

5 Responses

ID ↑	Name	Responses
1	anonymous	the design is terrible
2	anonymous	I'm not into the navigation, it can be hard to find what i want at times
3	anonymous	The website is alright
4	anonymous	I think the Website doesn't look consistent in it's design and occasionally I find it hard to find the information I'm looking for
5	anonymous	not the best website

6. Are there any features you think should be improved or added?

5 Responses

ID ↑	Name	Responses
1	anonymous	the misaligned top bar is ugly, and navigating is difficult
2	anonymous	The navigation between pages
3	anonymous	a better search feature
4	anonymous	I think the website should keep a better consistency and also fix the banner on the home page as it isn't properly aligned
5	anonymous	search bar and design should be improved

User Persona:

USER PERSONA

SARAH ATTARD

Age: 18-20

Occupation: Full time MCAST student

Frequency of MCAST's website use: Monthly

Current struggles

- *Occasionally cant find the page she is looking for as the websites navigation isn't effective*

- *Doesn't like the lack of consistency between pages*

- *Frustrated when seeing events that have already taken place in the "upcoming events" section of the website*

Goals/needs

- *Being able to easily navigate through the website.*

- *A design that remains consistent and has appropriate sized/aligned images.*

- *Be able to see updated information on a monthly basis.*

This persona was made based on the results of my survey answered by five different MCAST students. I made the persona's age 18-20 as that was the age range I interview. The majority of people (60%) go on the MCAST website on a monthly basis, so the persona was based around that. From the intel I gathered, the users want a consistent website both in design and

in sizing on different resolutions (banner on the home page in the MCAST official website is fine in 1080p but miss aligned in 1440p). Lasley users also want upcoming events to be properly updated and not show past events in this section.

Design Plan:

Low-fidelity wireframe sketches:
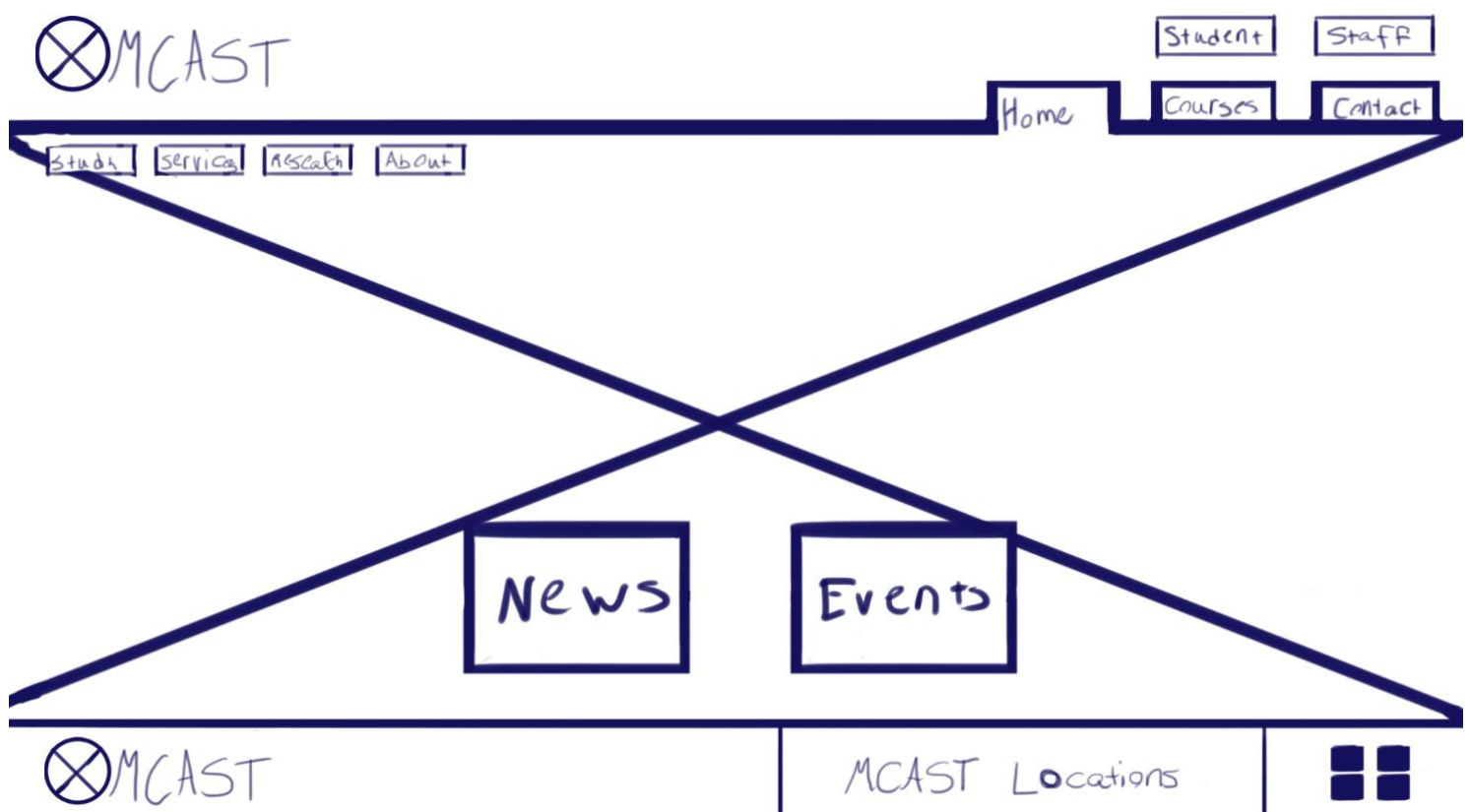
⊗ MCAST

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⊗ MCAST   MCAST Locations   ▪▪

⊗ MCAST

Instatution Creative art

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━━━━━━━━━━━   ← info text

(Courses)

⊗ MCAST   MCAST Locations   ▪▪

⊗ MCAST

List of Courses

MQF 1	MQF 2
MQF 3	MQF 4
MQF 6	MQF 7

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MCAST Locations

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Contact US

email adress

Subject

your message
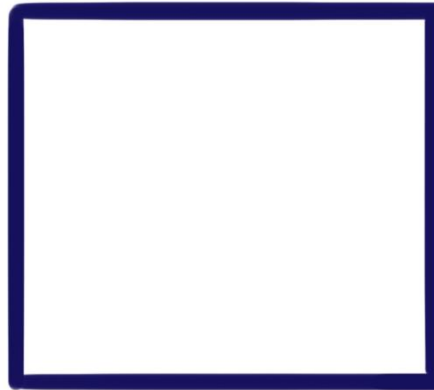
⊗ MCAST

MCAST Locations

Style guid:

-Colour pallet

000043	DBC98C	BEAE79	000000	FFFFFF
Federal blue	Ecru	Ecru	Black	White
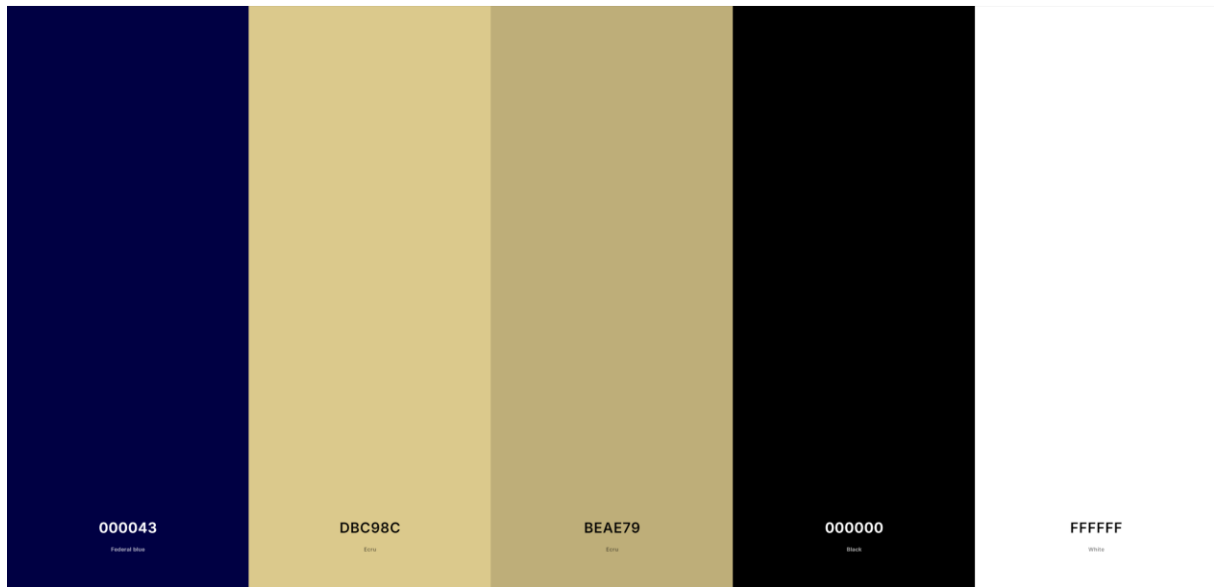
The header and footer will use #000043, all the social icons, logo and text will use #FFFFFF, boarder colour will be #DBC98C while the fill colour will be #BEAE79, some hovering effects will feature changing colour to #000000

-Typefaces

Font name to be used in the entire website: Arial

-Visual Language:

Icons to be used for the socials:
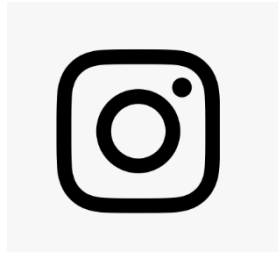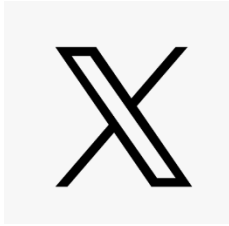
colour: there colour will be inverted so that they appear as white on the website.

Sizing: 64p

The logo in the header and footer:

-Background Image

It will be used on the home page, institutes page, list of courses page and contact page.

Sizing: full width

Banner image for ICA info page:

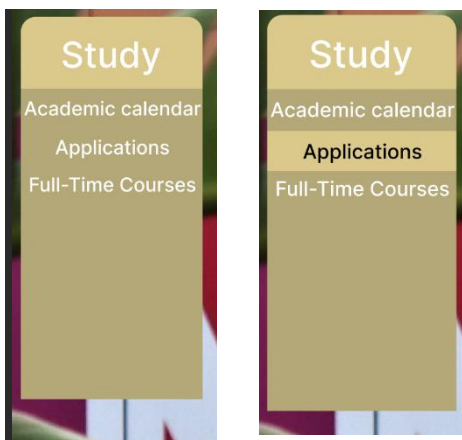-Button and link styles (shown through prototypes on Figma)

News and Events normal:

News and Events hover:
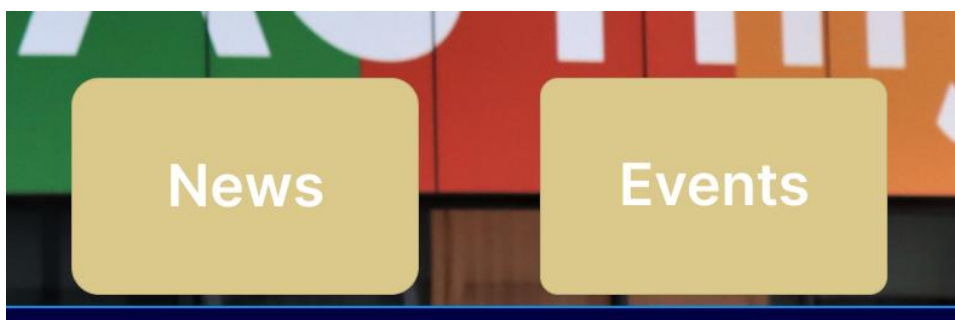
Normal:

hover:

   (hover will look like this on all 4 of the tabs)
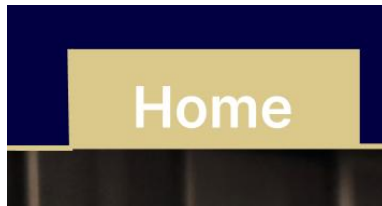
Normal: Hover:

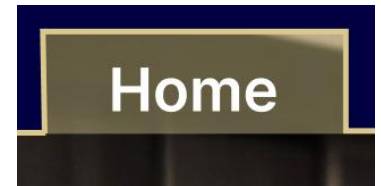(hard to tell in the screenshot but all the social icons will scale up when hovering)

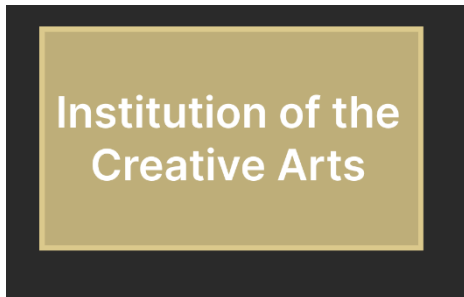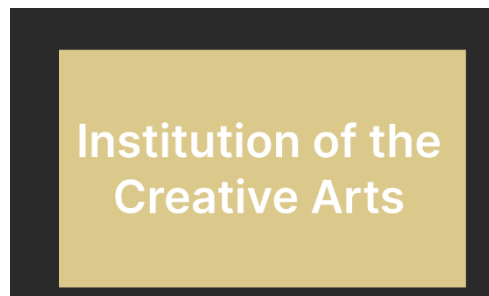Normal: Hover: Active:

Normal: Hover:

(will also scale up)

(The way the colour changes for this button will be the same for any other button on the website)

-Spacing Guidelines

1rem for most margines and paddings

High fidelity mock-up of home page: