

WordPress Task 1 - Research

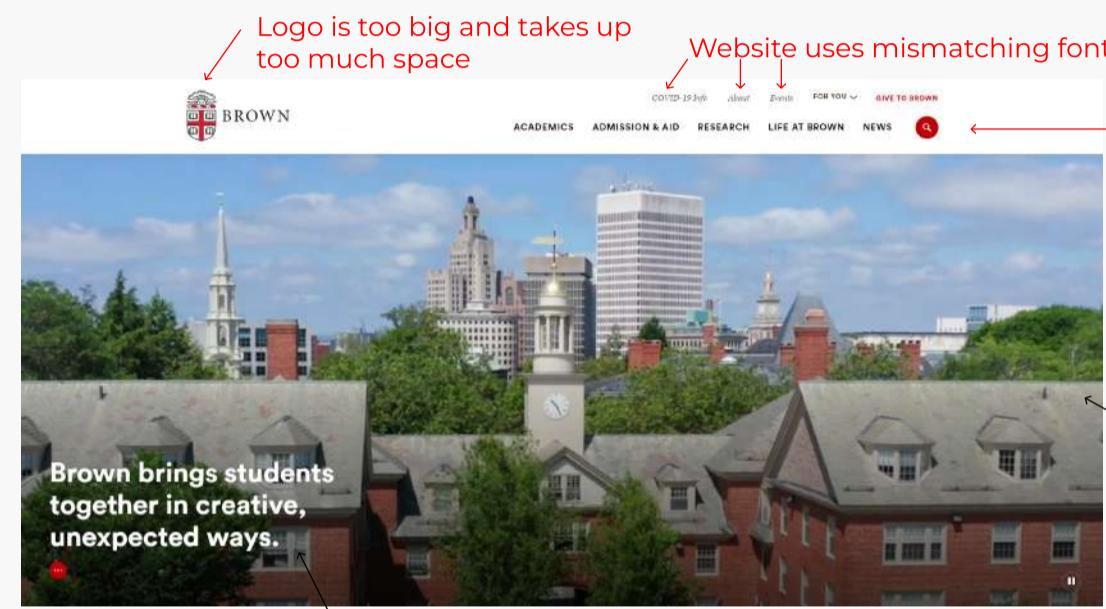
Francesco Scicluna

Other Universities

Brown University

Rhode Island, United States

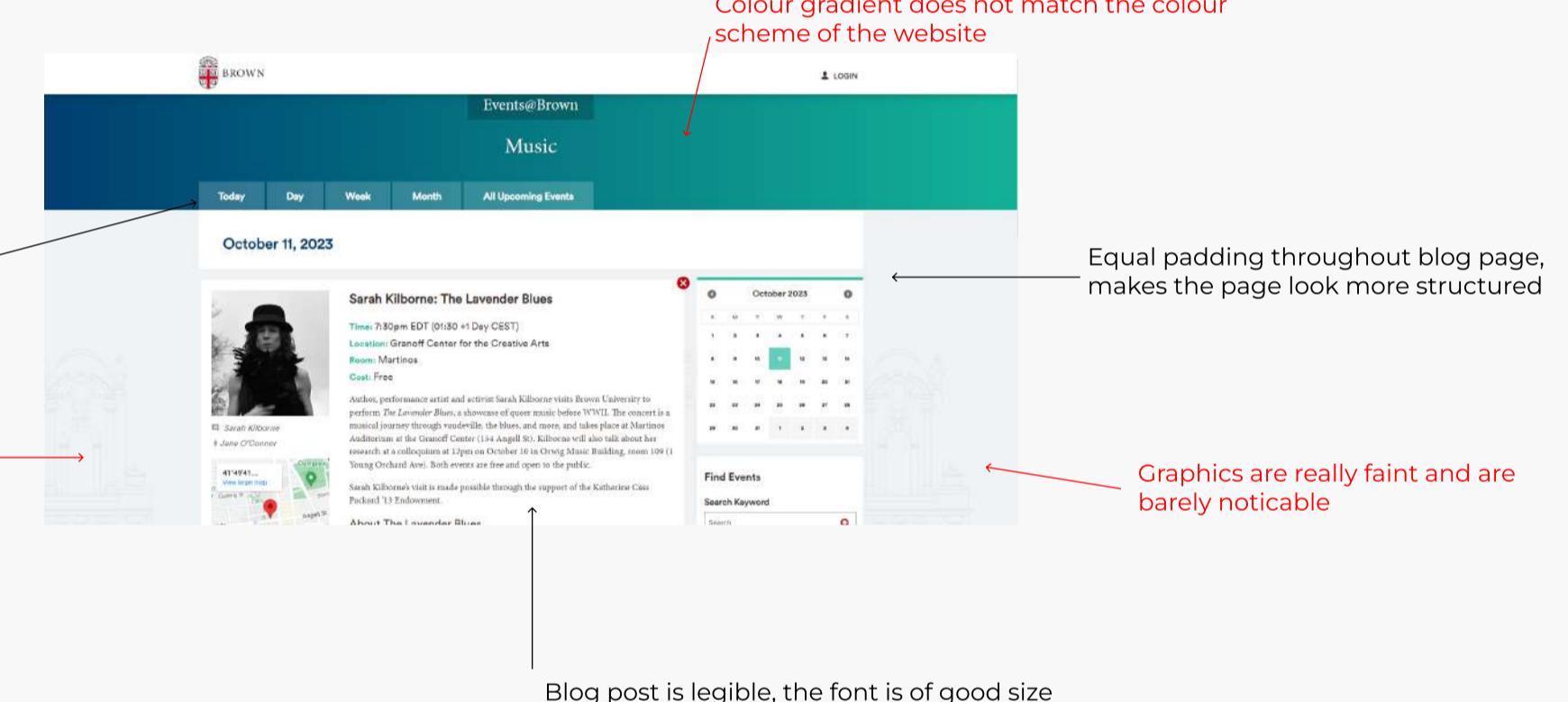
Hero Section



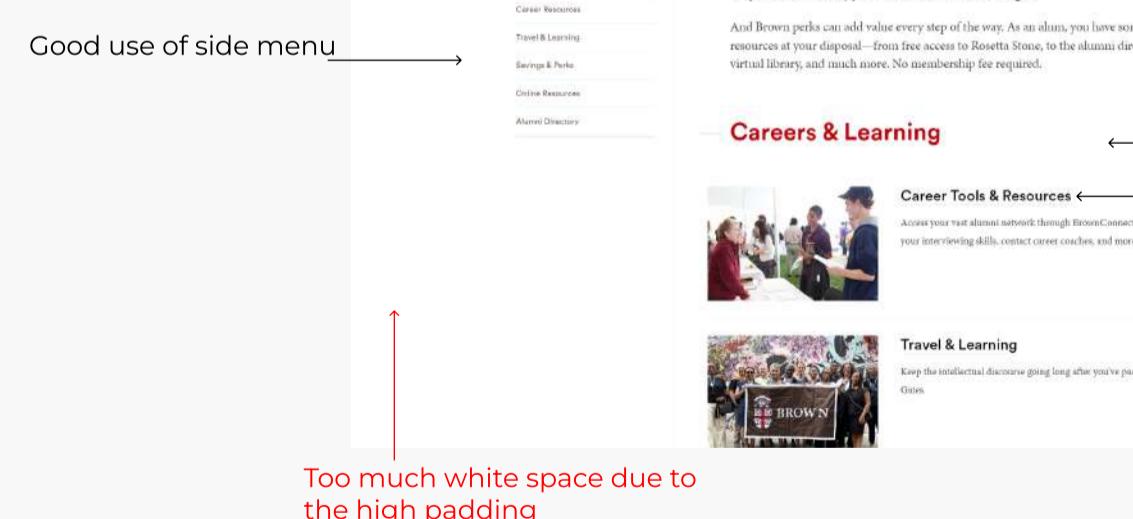
Navigation



Blog Post

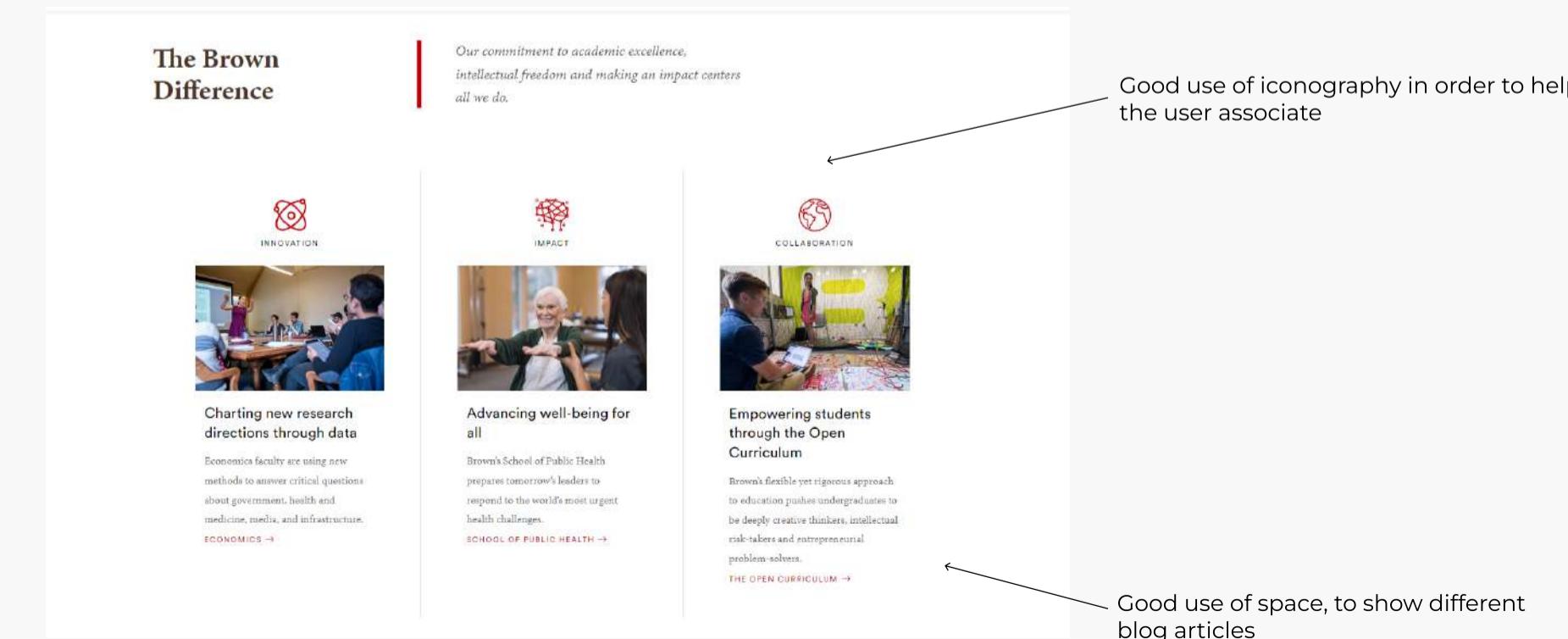


Website Section



Hierarchy is good, there is an obvious visual difference between different headings

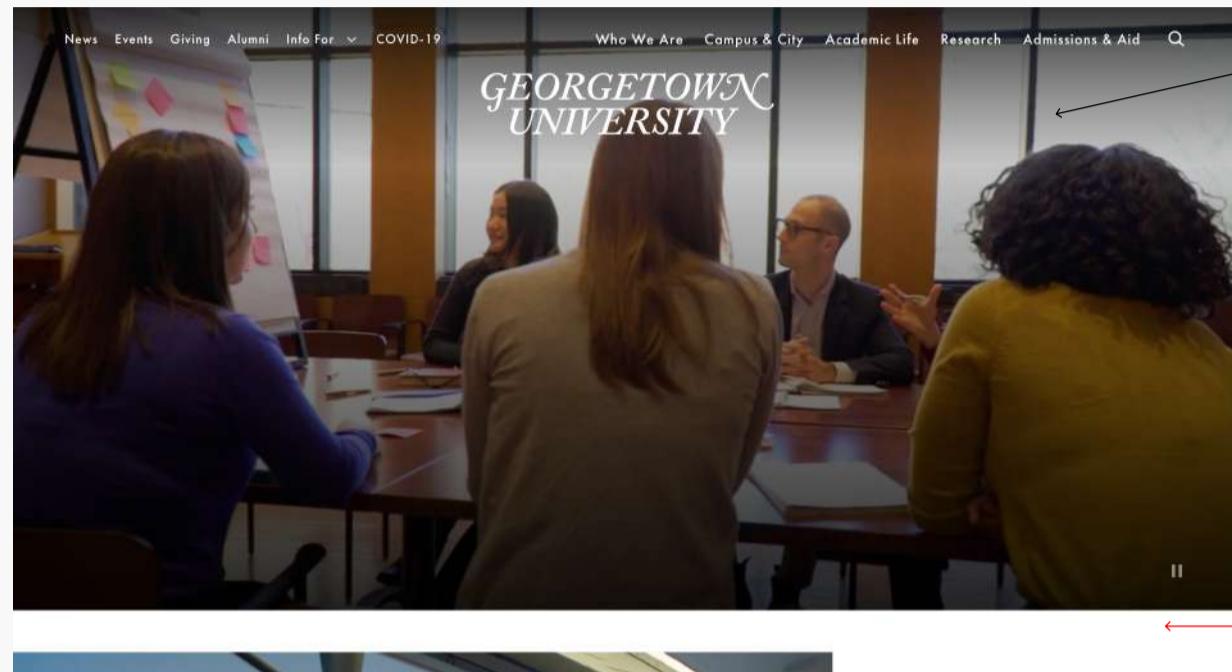
Card Section



Georgetown University

Washington, DC, United States

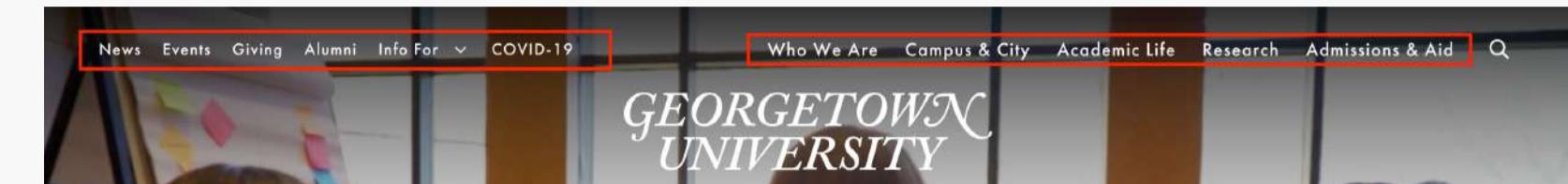
Hero Section



Opening video is good, shows all that it needs to show

Video should fit entire desktop viewport

Navigation



Split Navigation causes user confusion when navigating the website

Blog Post

News Story

School of Nursing Students Gain Clinical Experience and Help Protect the Campus Community at Annual Flu Clinic

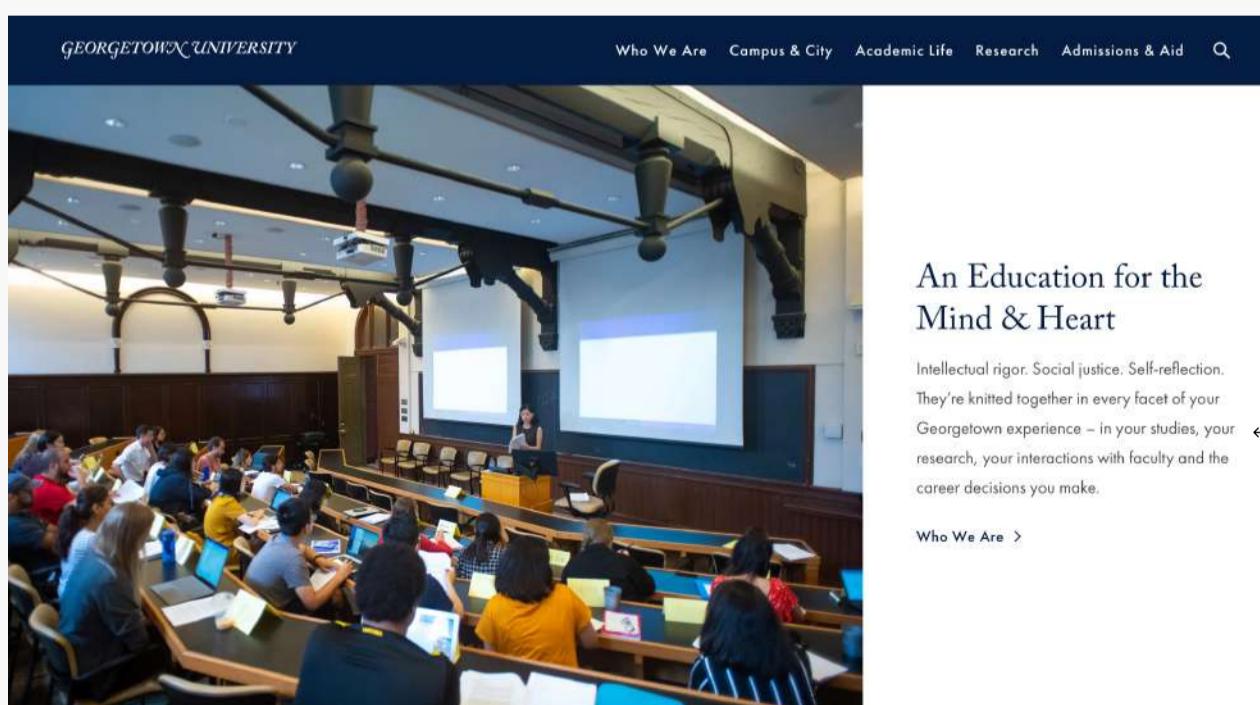
(October 6, 2023) — Dozens of Georgetown students rolled up their sleeves during the lunch hour recently to receive their annual flu vaccine shot from their classmates at the School of Nursing, building a sense of community across campus by demonstrating how Hoyas take care of each other.

Students from the Bachelor of Science in Nursing (BSN) and Master of Science Entry to Nursing Practice Clinical Nurse Leader (CNL) programs administered flu vaccines at a walk-in clinic in the Leavey Center on September 28 and October 3.

[Read More](#)

Clear social media share logos

Website Section



Text hierarchy is very clear

Image matches the article content

Card Section

All News

Georgetown, Hillary Clinton Honor Journalist Christiane Amanpour and Women Peace Leaders

A viral TikTok trend has people guessing, so we asked a classical historian why he thinks about the Roman Empire every day. This is what he said.

Do Men Really Think About the Roman Empire Every Day? This Roman History Professor Sure Does

Vietnamese Prime Minister Outlines Vision for Future of US-Vietnam Relations

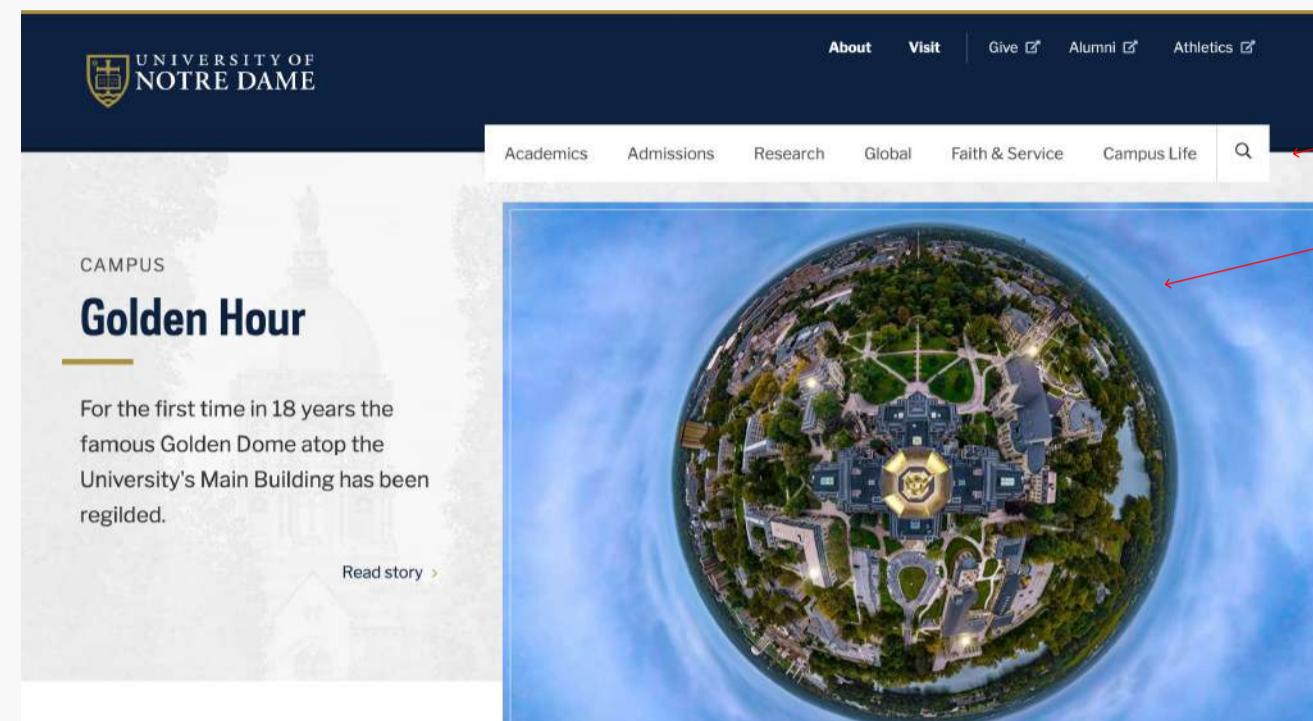
Prime Minister Pham Minh Chinh marked the 10th anniversary of a partnership between the U.S. and Vietnam and shared his vision for the country's future during an event at Georgetown.

I dislike the use of this particular background colour due to worse contrast than black text on a white background

University of Notre Dame

Holy Cross, Indianapolis, United States

Hero Section



Layered effect
isn't needed

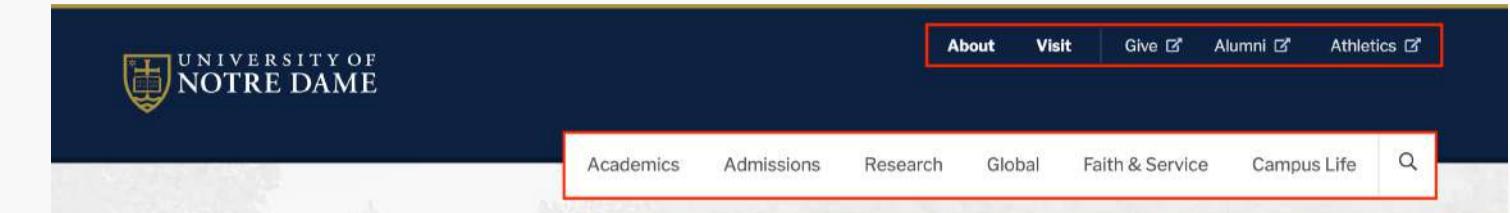
Image, although
creative, doesn't show a
proper image of the
school

Website Section

The website section displays a news article about a new study on social media communications during wildfires. Below it, a sidebar features a photo of two senators and a headline about their appearance at a forum. A red arrow points from the text 'Not enough contrast to show selected' to the 'Academics' menu item.

Not enough contrast to show selected

Navigation



Subtle background
vector,
reduces white space

Appropriate
header font

Blog Post

The blog post section shows a research article titled 'Discovering and Creating Knowledge'. The article features a large, high-resolution photograph of a researcher in a field. A red arrow points from the text 'High resolution article image' to the image.

High resolution article image

Card Section

The card section displays a news card for 'Notre Dame At Work'. The card includes a photo of a building, a headline, and a 'Read Article' button. A red arrow points from the text 'Image is unrelated to blog topic' to the building photo. Another red arrow points from the text 'There is too much white space' to the bottom of the card.

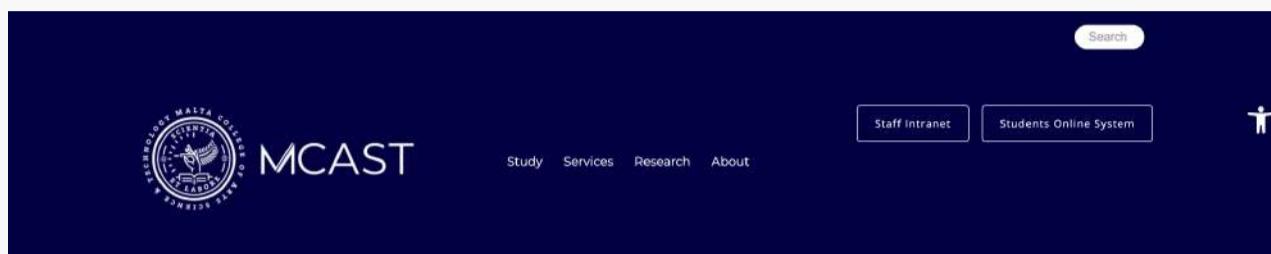
Image is
unrelated to
blog
topic

There is too much white space

ICA MCAST

Mosta, Malta

Hero Section



ICA

This screenshot shows the ICA page. At the top, there is a sidebar with links to 'Full Time Programmes', 'International Students', 'International Office', 'Graduation Photography', 'E-Learning', 'Part-time Courses (External link)', 'Initial Assessment Tests (Past Papers)', 'Vacancies', 'Library', and 'College Documents'. The main content area has a heading 'Institute for The Creative Arts' and a profile picture of Dr. Martina Caruana. Below the picture is her title 'Dr Martina Caruana' and 'Director'.

Shows nothing about the course, only about who is leading it

Navigation



Navigation is split onto three levels.
Search is left isolated at the top of the page

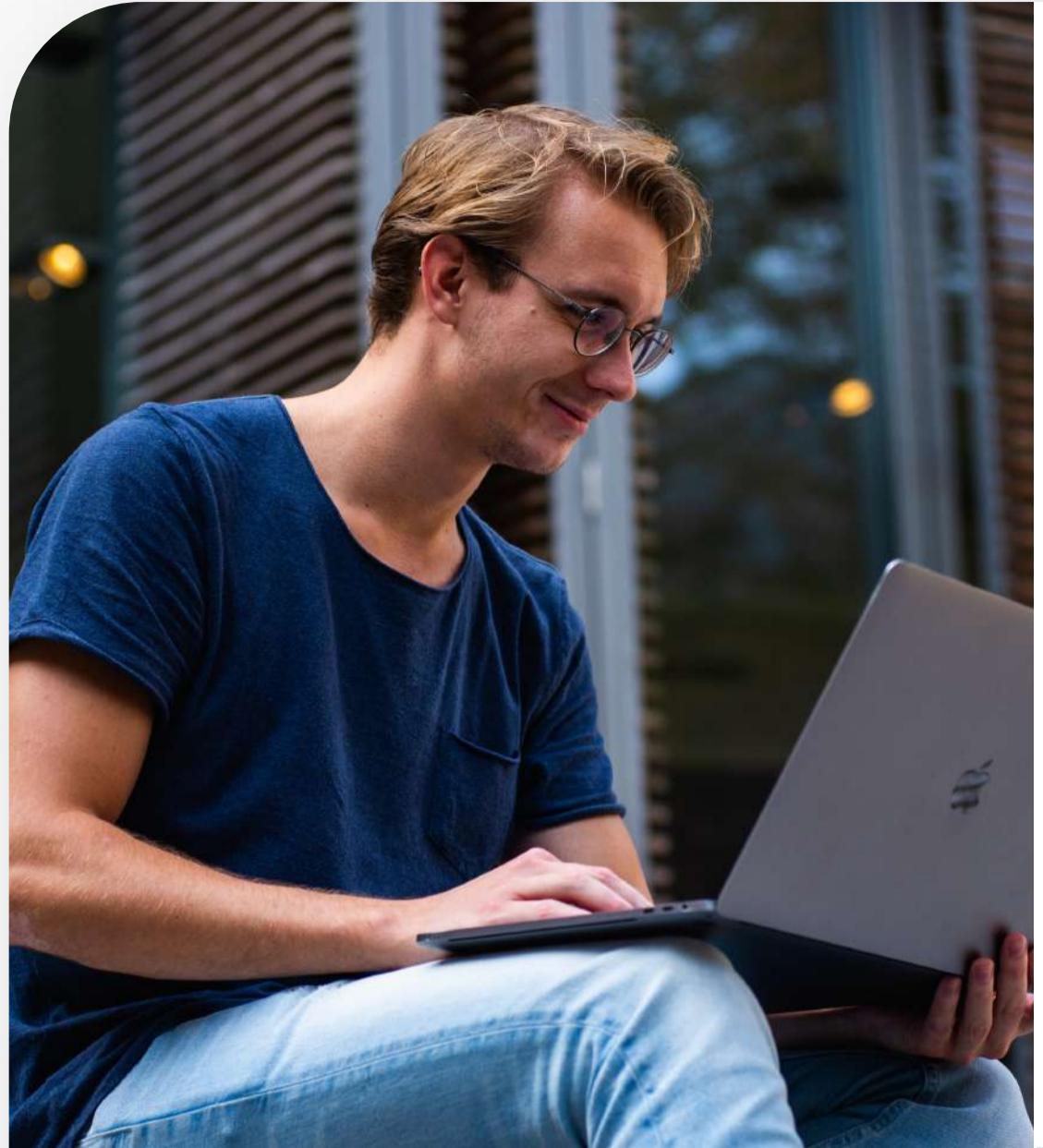
Website Section

This screenshot shows two staff profiles. The first profile is for Dr. Martina Caruana, Director of the Institute for The Creative Arts. Her biography mentions her experience in education, research, and management. Below her profile are her contact details: phone number +356 21433205 and email martina.caruana@mcast.edu.mt. The second profile is for Ms. Claire Flores, Deputy Director (Resources) of the Institute for The Creative Arts. Her contact details are also listed below her profile: phone number +356 23987752 and email claire.flores@mcast.edu.mt.

Webpage is full of text, only relevant to the management of the department

User Personas

Students



Matthew Gauci

The Young Student

Age

20

Location

Mgarr, Malta

Occupation

Student

Hobbies

Outdoors, Cycling, Fishing

Biography

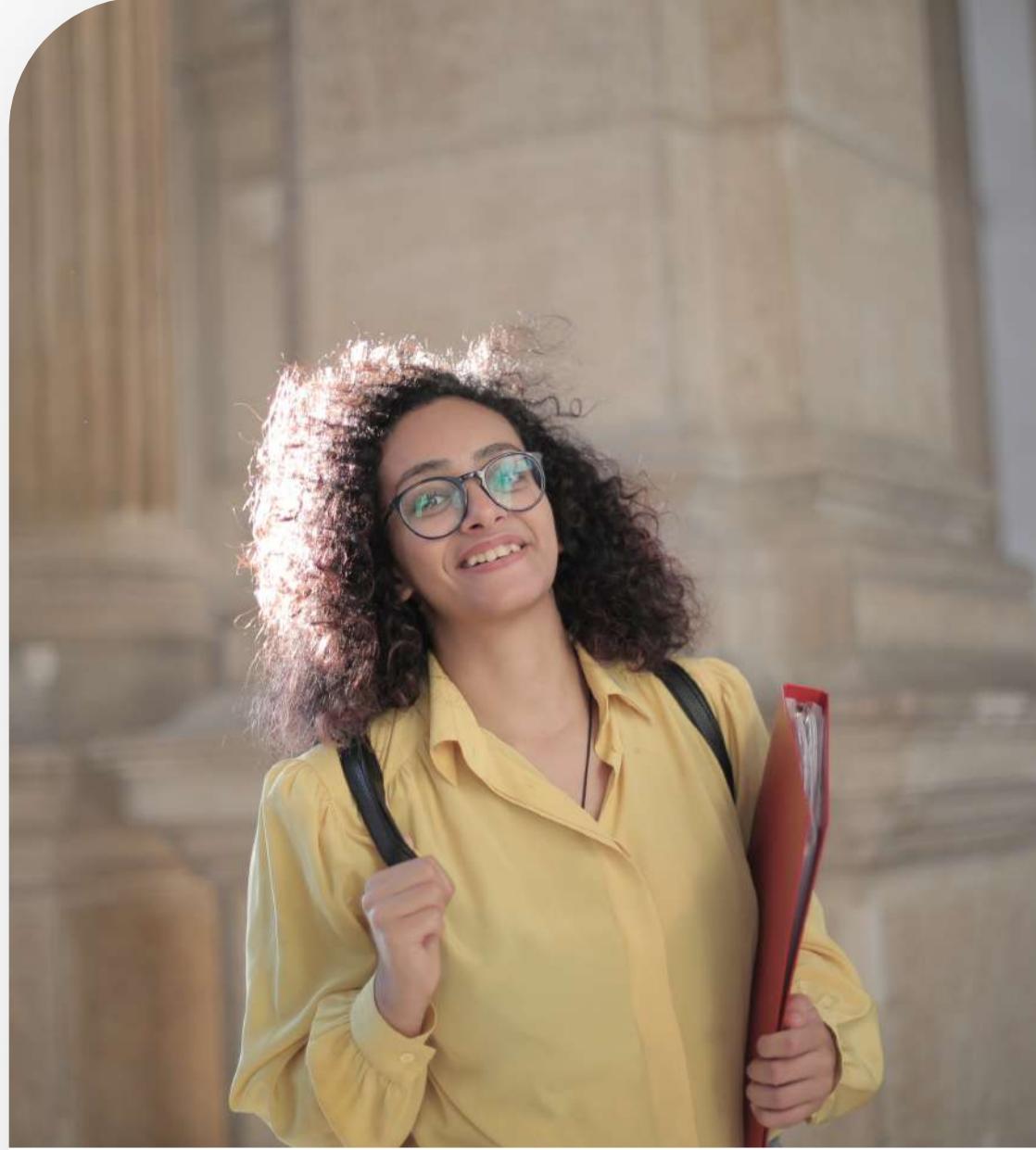
Matthew is a 20-year-old student from Malta who has a deep passion for the outdoors, especially cycling and fishing. He enjoys cycling along the beautiful coastlines of Malta and discovering hidden trails.

Frustrations

- Hard to find course information
- Courses do not have possible job possibilities listed down

Goals

- Needs a website that clearly displays available courses
- Website that shows events and fun activities
- Needs a website that has a clear navigation as due to ADHD, getting lost is an issue



Lisa Gatt

The Adult Student

Age

30

Location

Għajnsielem, Gozo

Occupation

Design Consultant

Hobbies

Drawing, Crochet

Biography

Lisa is a 30-year-old design consultant from Malta with a deep passion for the arts and crafts. Her favorite hobbies include drawing, where she creates intricate patterns and beautiful pieces of art, and crochet, through which she crafts handmade items like blankets and scarves.

Frustrations

- Slow loading time, as busy with work
- Low font contrast
- Mismatched alignment

Goals

- Quick loading time
- Website that has media related to school activities
- Website that shows available faculty resources such as canteen or library



Monica Borg

The Mature Student

Age

57

Location

Haz - Zabbar, Malta

Occupation

English Teacher

Hobbies

Line Dancing, Walks

Biography

Meet Monica, a 57-year-old English teacher from Malta with a passion for staying active and engaged. In her free time, Jane loves line dancing, where she can express herself through movement and rhythm, and she finds joy in the social aspect of dancing with others.

Frustrations

- Improper navigation guidance
- Unclear call to actions for application
- Bad navigation to find precise course
- Small font size due to suffering vision

Goals

- Need to be guided through the site due to bad computer literacy
- Proper pagination and course list layout
- Easy to understand application form

User Personas

Employes



Simon DeGabriele

The Young Employee

Age

34

Location

Paola, Malta

Occupation

MCAST Administrator

Hobbies

Outdoors, Cycling, Fishing

Biography

Meet Simon, a 34-year-old school administrator living in Paola, Malta. Alex is dedicated to creating a positive learning environment for students and staff alike. In their role, they manage administrative tasks, coordinate schedules, and liaise with parents and teachers.

Frustrations

- Website pages aren't dynamic
- Pages take long to load due to large images

Goals

- Easy to add new content such as new events
- Proper Article Template



Monica Cremona

The Middle Aged Employee

Age

46

Location

Zejtun, Malta

Occupation

MCAST Administrator

Hobbies

Drawing, Crochet

Biography

Meet Monica, a 46-year-old school administrator residing in Zejtun, Malta. Maria is committed to fostering a supportive educational environment. She is passionate about education, Maria aims to positively influence students' lives.

Frustrations

- Dashboard is hard to understand
- Inserting media takes too long, and image dimensions effects the theme

Goals

- Photos are easily modifiable
- Adding new courses should be straight forward



Biography

Meet Martin, a 62-year-old school administrator living in Iklin, Malta, who is close to retiring. Martin has dedicated her career to creating a positive learning environment, overseeing administrative tasks, and fostering communication between parents and teachers.

Martin Briffa

The Mature Employee

Age

62

Location

Iklin, Malta

Occupation

MCAST Administrator

Hobbies

Line Dancing, Walks

Frustrations

- Not being able to see who uploaded what article
- Homepage not having a course search feature

Goals

- Archive pages should be used in order to see who uploads the most articles
- Analytics plugins should be easily understandable

Types of Data Stored

Technical Examples

- 1. Posts
- 2. Pages
- 3. Custom Posts
 - a. Lecturer Post
 - b. Facility Post
- 4. Custom Pages
 - a. Department Pages
 - b. Course Pages
 - c. Club Pages
 - d. Campus Gallery Page
- 5. Media
 - a. B-Roll of School Front
 - b. B-Roll of Classes in session
 - c. Images of Lecturers
- 6. Forms
 - a. Course Application Forms
 - b. Contact us

Practical Examples

- 1. Course Titles**
- 2. Course Details**
- 3. Course Promo Video**
- 4. Application Forms**
- 5. Application Dates**
- 6. Institute Facilities**
- 7. Facility Images & Videos**

Comments

Comments will not be used
as the website should be used to
receive information

Types of Navigation

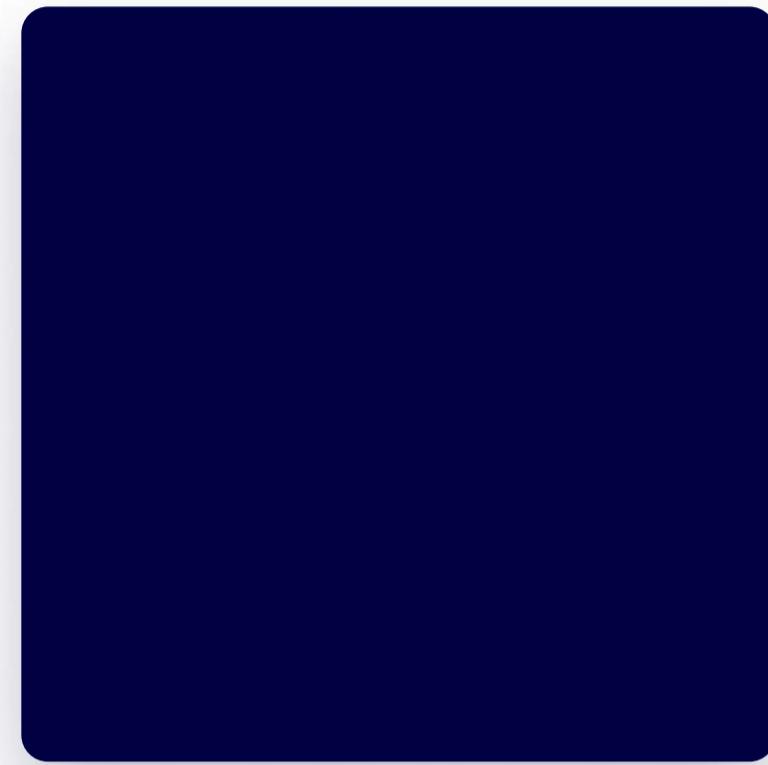
Navigation Options

- 1. Navigation Bar**
- 2. Footer Links**
- 3. Breadcrumbs**

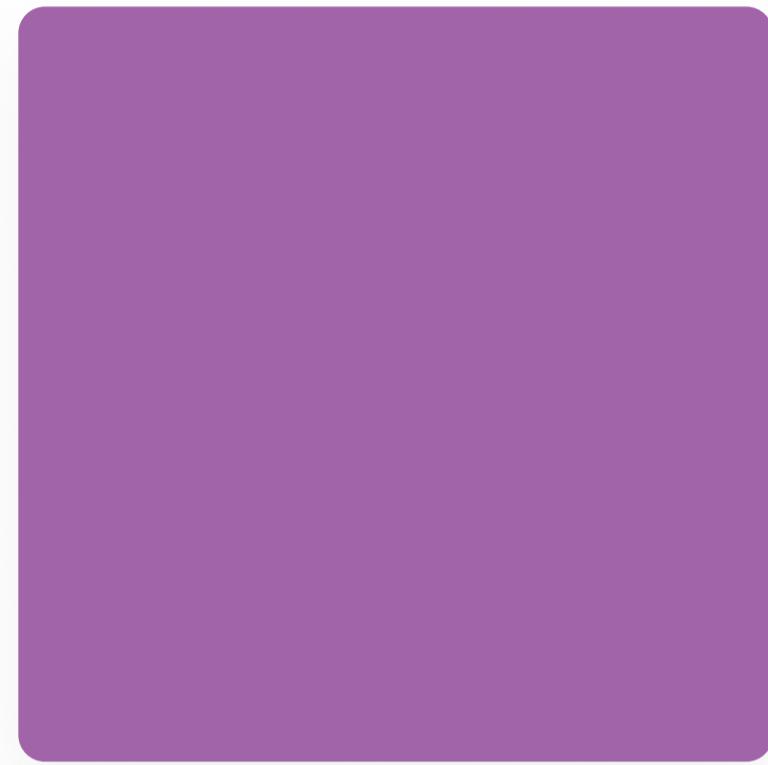
UI Style Guidelines

Francesco Scicluna

Colours



Primary - 000043



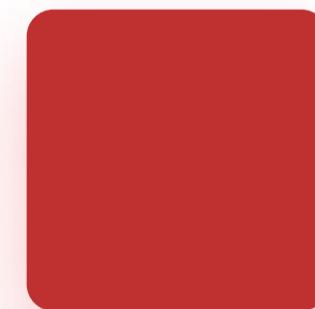
Secondary - CDCDCD



Success - 30E712



Warning - E7DE12



Error - E71212

01

Typography

Montserrat

Google Fonts

Name

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Font Size

56px

48px

40px

32px

24px

20px



Typography

Noto Sans JP

Google Fonts

Name

Paragraph 1

Paragraph 2

Font Size

36px

25px



Buttons

Colours

Primary

Button Sample

Secondary

Button Sample

With Icon

Primary

Apply for Courses



Secondary

Apply for Courses



Size

Small

Button Sample

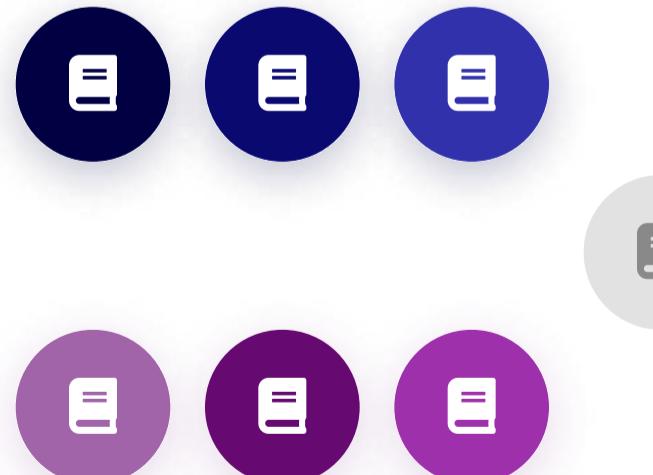
Normal

Button Sample

Large

Button Sample

Circular



States

Primary

Button Sample

Hover

Button Sample

Active

Button Sample

Disabled

Button Sample

*Secondary Colour options will be used when website is in Dark Theme

03

Inputs

Search 

Email

francescoscicluna@gmail.c|

Email

francescosciclunagmail.com 

francescoscicluna@gmail.com 

francescoscicluna@gmail.com 

Article Cards



Article Title

By Admin

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[Read More](#)

Article Title

By Admin

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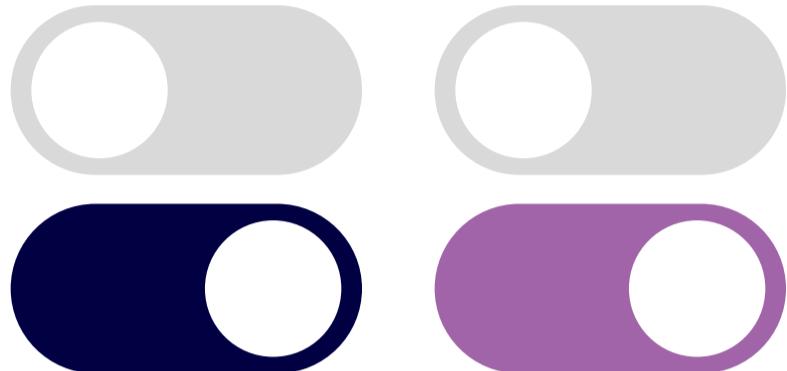
[Read More](#)



05

Selectors

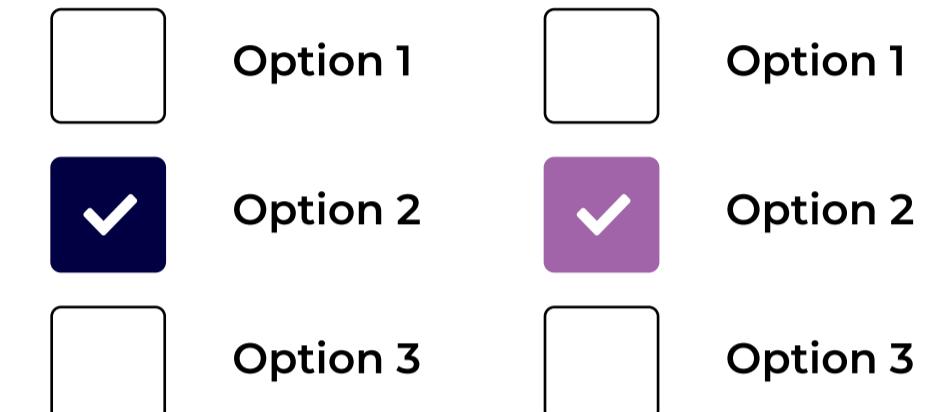
Toggle



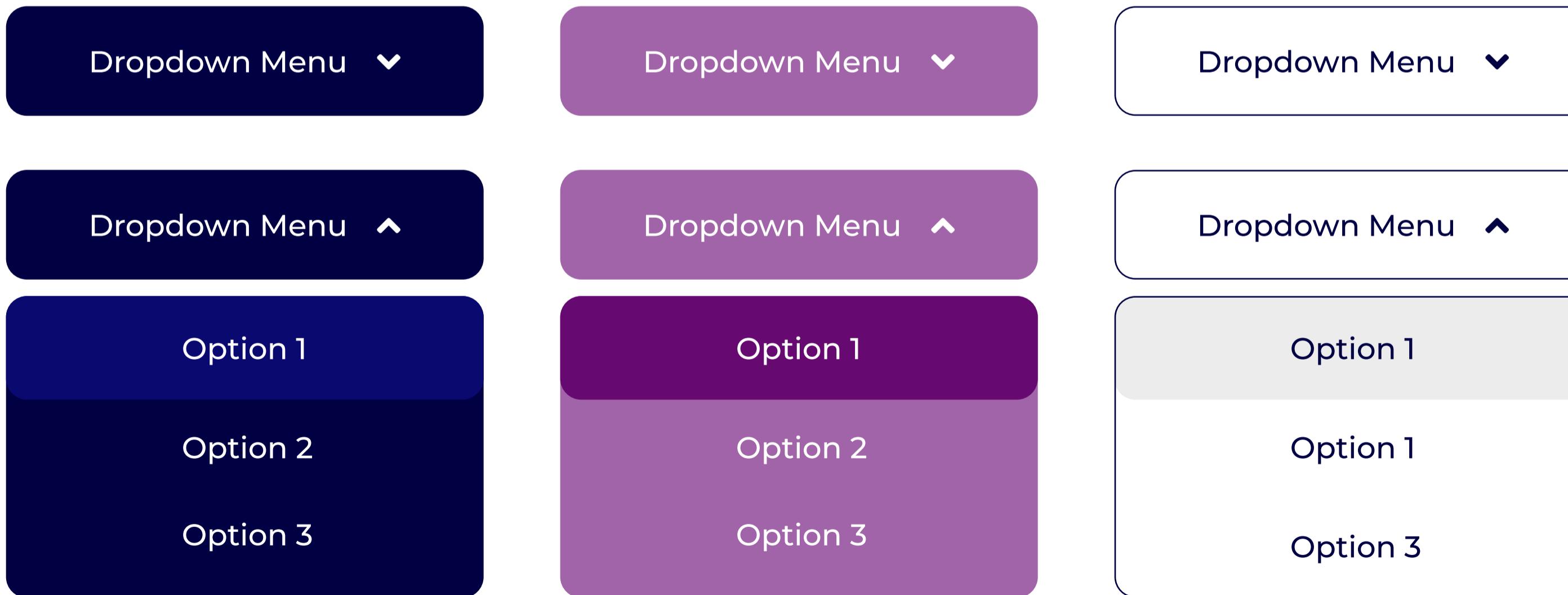
Radio Button



Checkboxes



Dropdown



*Secondary Colour options will be used when website is in Dark Theme

Wireframes

Francesco Scicluna

Login to Backend

Login to MCAST ICA Backend

Email

Password

Home

MCAST ICA

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Study at MCAST ICA

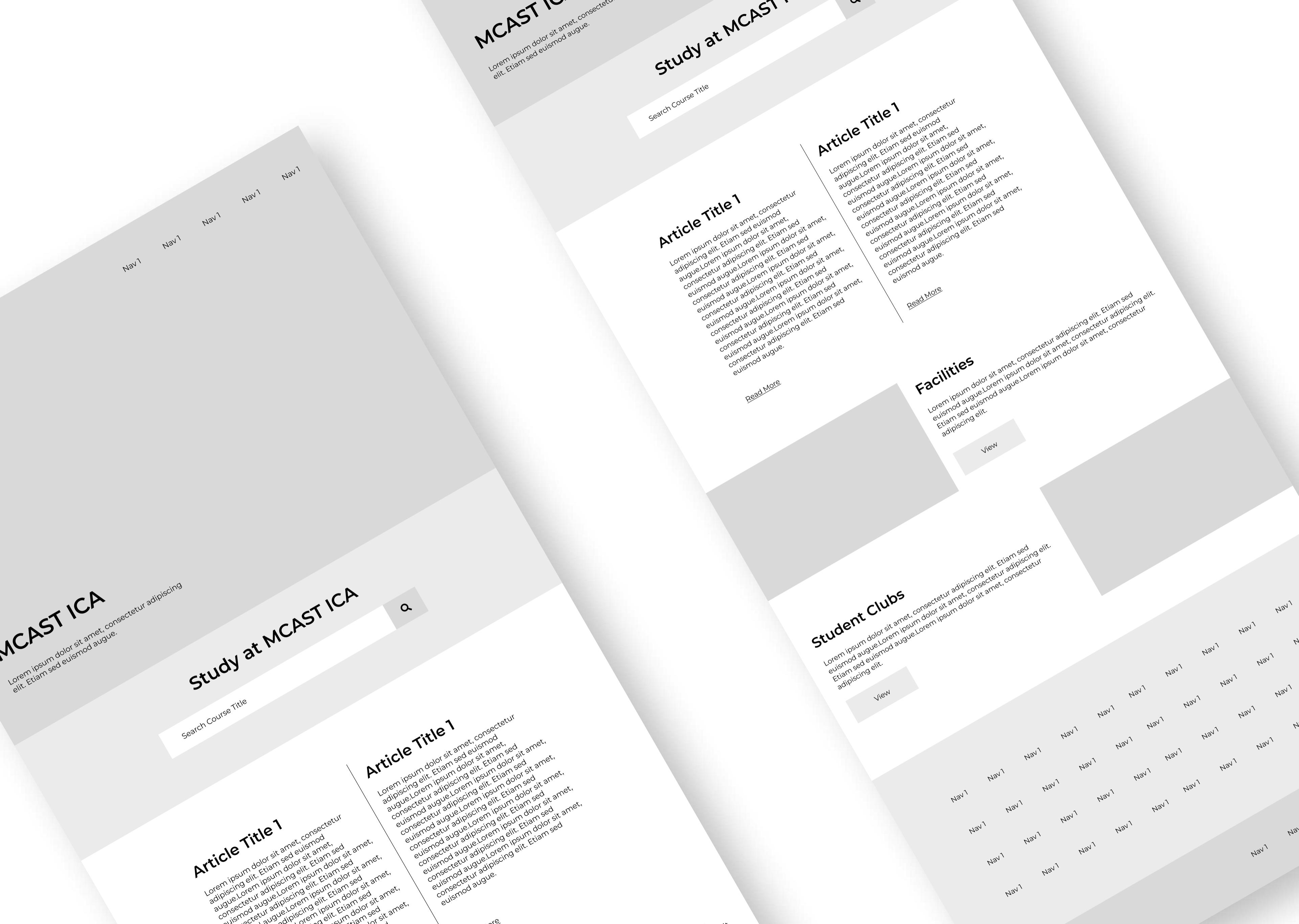
Article Title 1

Article Title 1

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Search Course Title



MCAST ICA

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Study at MCAST ICA

Search Course Title

Article Title 1

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Read More

Student Clubs

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View

Facilities

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View

Article Title 1

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euismod augue.

Read More

Post

Article Title

John Doe

Author

Month, Day Year

Date

@Media
F Media

media@gmail.com

Media

Nav 1 Nav 1 Nav 1 Nav 1 Nav 1 Nav 1

Nav 1 Nav 2 Nav 3 Nav 4 Nav 5 Nav 6

Nav 1 Nav 2 Nav 3 Nav 4 Nav 5 Nav 6

Nav 1 Nav 1 Nav 1 Nav 1 Nav 1 Nav 1

Nav 1 Nav 1 Nav 1 Nav 1 Nav 1

About Us

Custom Page

Logo

Nav 1 Nav 2 Nav 3 Nav 4 Nav 5

Logo

Courses

Nav 1 Nav 1 Nav 1 Nav 1 Nav 1

Courses

Course Title

Course Title

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Course Title

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Course Title

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Application Form

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ICA

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Contact Us

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MCAST ICA | News

Nav 1

Contact Us

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Nav 1

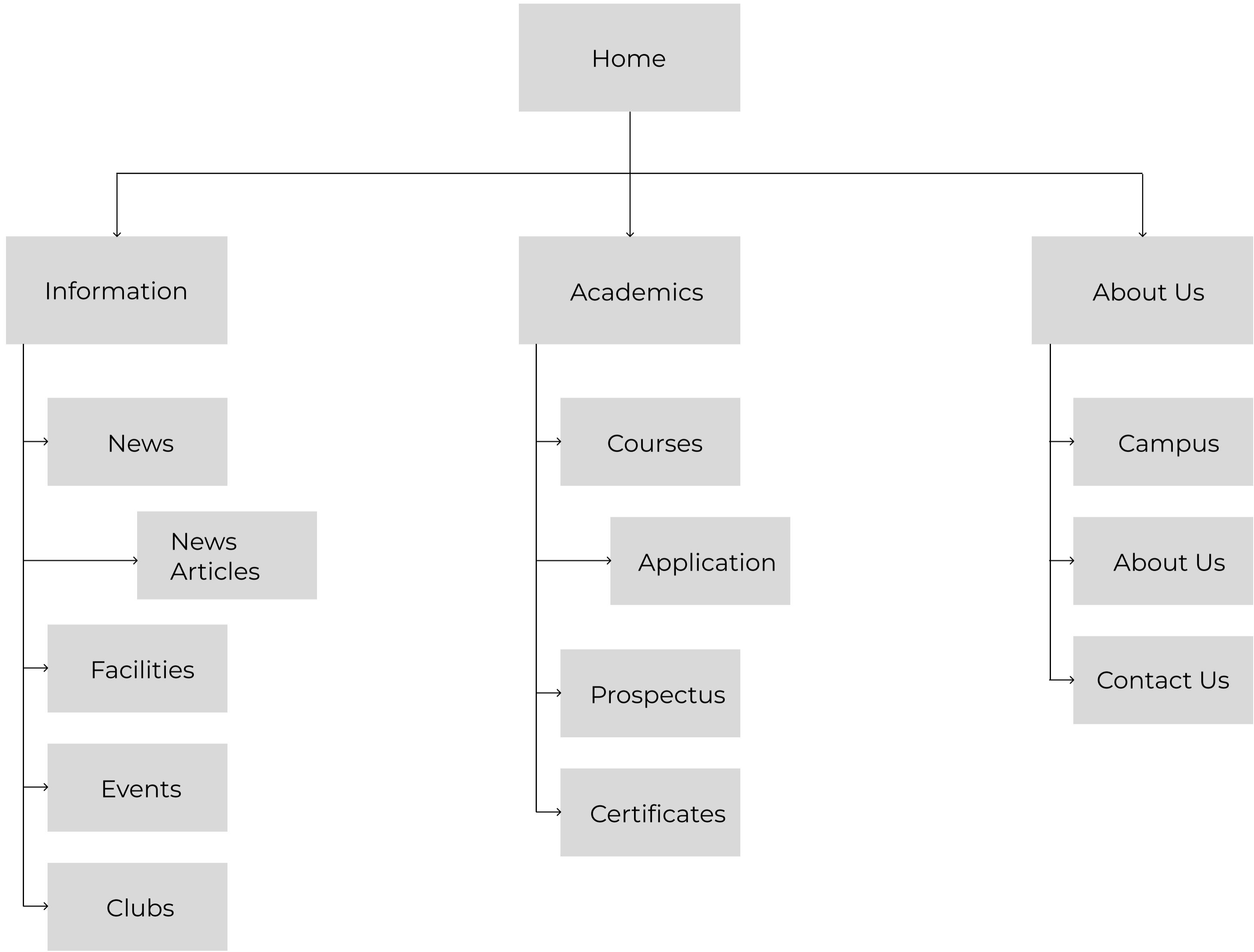
Nav 1

Nav 1

lorem

Sitemap

Francesco Scicluna



IPO Chart

Francesco Scicluna

Input

Process

Output

Landing page loads

Video starts playing

On load of landing page, video starts

User clicks on MCAST logo

Redirects to home page

Page redirects to home page

User hovers on *Information* dropdown

Dropdown navigation list is shown

User sees a dropdown of navigation options

User hovers on *Academics* dropdown

Dropdown navigation list is shown

User sees a dropdown of navigation options

User hovers on *About Us* dropdown

Dropdown navigation list is shown

User sees a dropdown of navigation options

Input

Process

Output

One of the navigation options is clicked

Redirecting to corresponding page

Corresponding page loads

Search is clicked on the home page

Search input becomes activated

Search bar has a border colour to show that it is activated

View is clicked in the **Facilities** section on the home page

Redirects to Facilities page

Facilities page loads showing content

View is clicked in the **Student Clubs** section on the home page

Redirects to Facilities page

Facilities page loads showing content

Card is selected on the custom pages

Accordion design opens card

Card opens showing image, all relative content

Input

Process

Output

Clicking on enrol when accordion opens

Redirects to enrolment form

Enrolment form page opens

News is selected from navigation

Redirects to news page

News page opens

Hover on article

Brief description is shown

Article has description on transparent part of image

Clicking on article

Redirects to article page

Article page opens

Clicking on Campus navigation option

Redirects to gallery page

Gallery page opens

Clicking on Contact Us navigation option

Redirects to contact page

Contact us page opens

Input

Click send of forms

Process

Sends to mailto inbox depending on if application form or contact us form

Output

Message shows that form has been submitted