Task 2

Audience research and Design plan

Survey questions

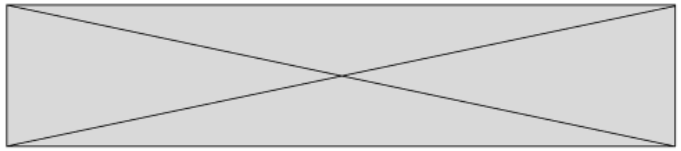
- Name
- Age
- Occupation
- Purpose for visiting the website
- Frustrations about the mcast website
- What Tech Used to visit the mcast website
- What features do they find most useful

User persona

- **Name:** Thomas Attard
- **Age:** 20
- **Occupation:** MCAST Student
- **Goals:** To access online learning resources and stay updated with new courses
- **Frustrations:** Feels overwhelming contains too many links, banners, and announcements in one place
- **Tech Use:** Visits the site from a Computer
- **What features do they find most useful:** Search function helps users find pages quickly without navigating through menus.

100-Word Explanation

- The user persona of Thomas Attard was created using insights from survey responses gathered from my data collection platform. Thomas represents a typical mcast student who primarily uses the MCAST website to access learning materials and stay informed about course updates. From the data it was clear that many users feel the homepage is cluttered with too many links and announcements, making navigation difficult. Thomas's frustration reflects this common problem. He values the every section is organized which allows him to quickly locate specific pages. The persona helps guide design decisions focused on simplicity, improved structure, and ease of use for desktop users.

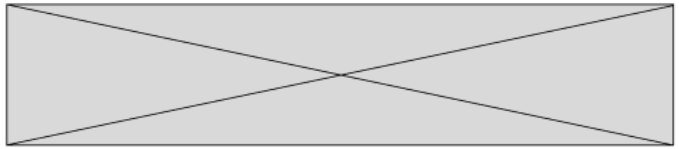


Courses

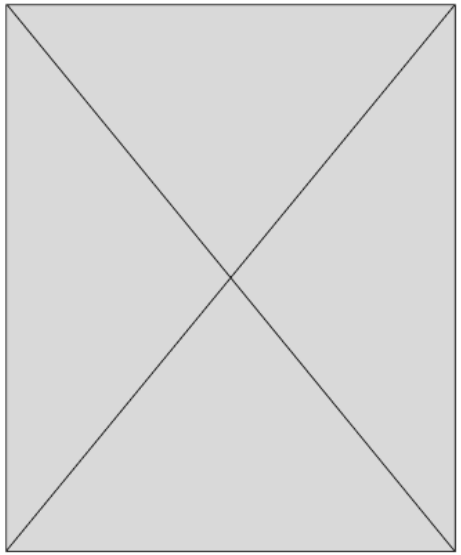
About us

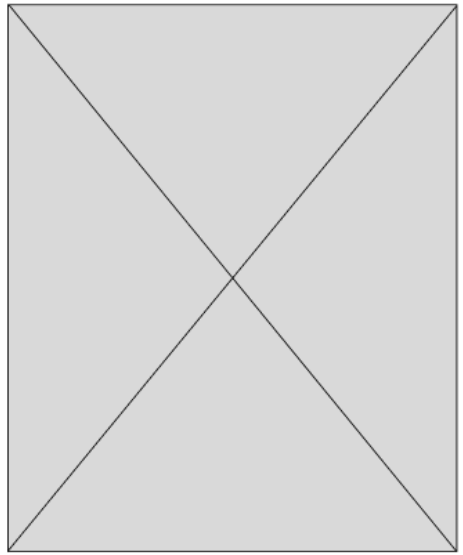
Calendar

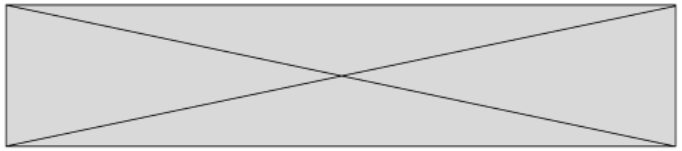
Contact



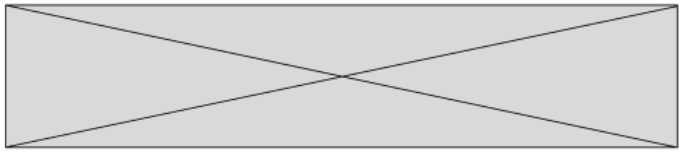
Calendar



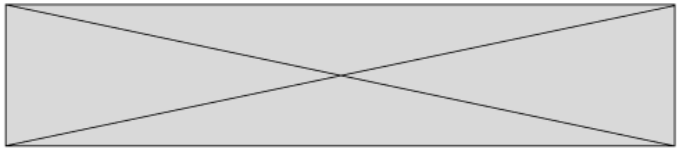




Courses



About us

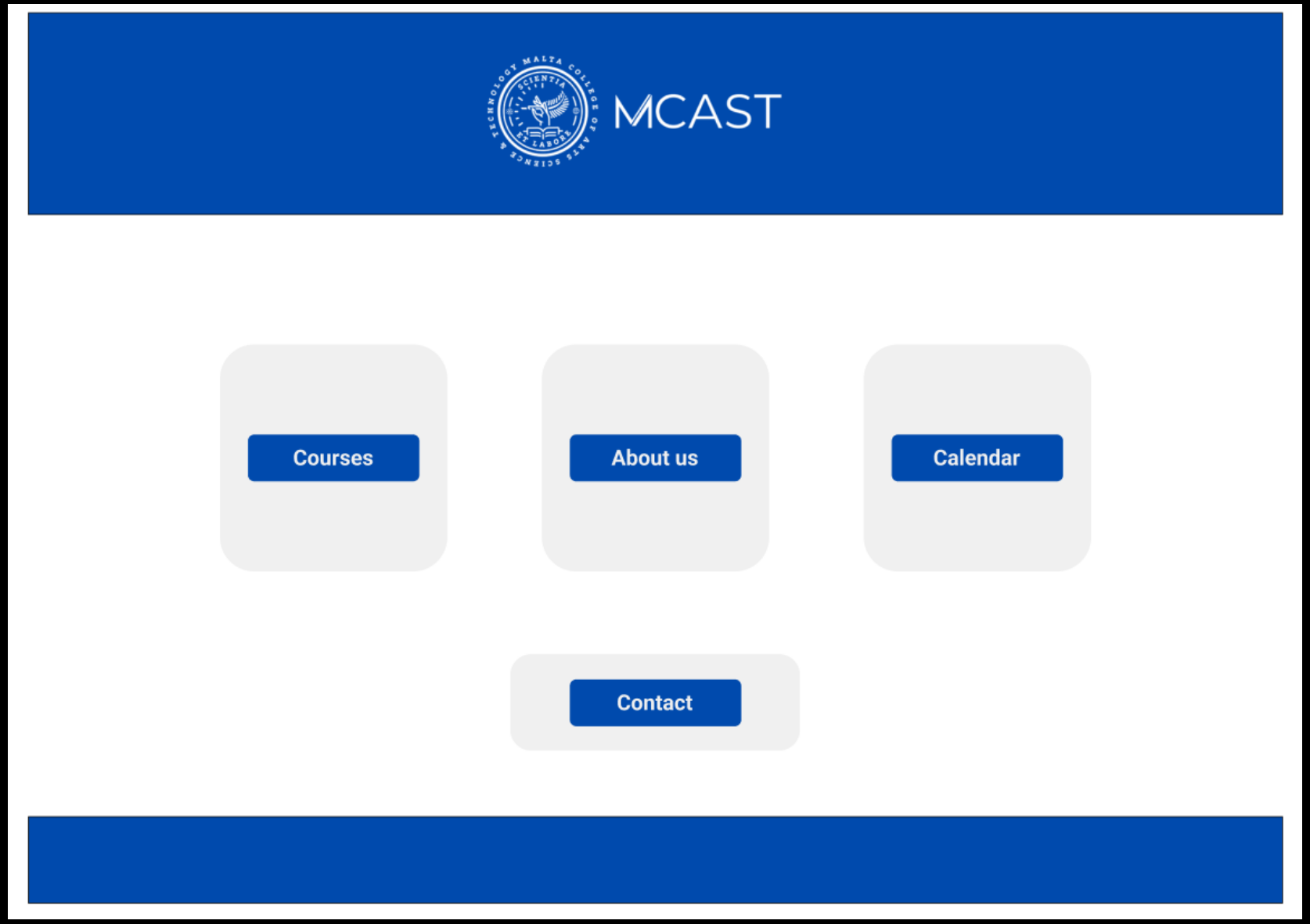


Contact

Name

E-mail

Massage


MCAST
Courses
About us
Calendar
Contact

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Headers, buttons, highlights

#FFFFFF

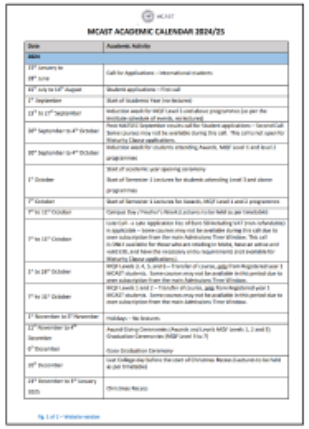
Page background

#e0e0e0

Card backgrounds, boxes

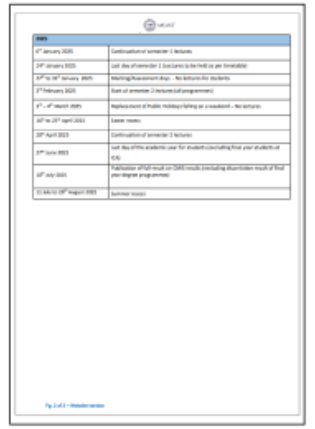
Imagery

MCAST



MCAST ACADEMIC CALENDAR 2024/25

Date	Academic Activity
2024	
15th January to 28th June	Call for Applications – International students
1st July to 14th August	Student applications – First call
1st September	Start of Academic Year (no lectures)
16th to 27th September	Induction week for MQF Level 5 vocational programmes (as per the institute schedule of events, exclusive)
30th September to 4th October	Penn Nativity September results out for student applications – Second call Some courses may not be available during this call. This call is not open for Maturity Clause applications.
30th September to 4th October	Induction week for students attending Awards, MQF Level 1 and level 2 programmes
1st October	Start of academic year opening ceremony Start of Semester 1 Lectures for students attending Level 3 and above programmes
1st October	Start of Semester 1 Lectures for Awards, MQF Level 1 and 2 programmes
9th to 13th October	Campus Day ("Hobby") Week (Lectures to be held as per timetable)
7th to 11th October	Late Call – a late application fee of Euro 50 including VAT (non-refundable) is applicable – Some courses may not be available during this call due to over subscription from the main Admissions Time Window. This call is ONLY available for those who are residing in Malta, have an active and valid ETIP, and have the necessary entry requirements (not available for Maturity Clause applications)
1st to 25th October	MQF/EQF Levels 3, 4, 5, and 6 – Transfer of course only from Registered year 1 MCAST students. Some courses may not be available in this period due to over subscription from the main Admissions Time Window.
7th to 31st October	MQF/EQF Levels 5 and 6 – Transfer of course only from Registered year 1 MCAST students. Some courses may not be available in this period due to over subscription from the main Admissions Time Window.
1st November to 3rd November	Holidays – No lectures.
13th November to 4th December	Award Diploma Ceremonies (Awards and Level 5 MQF levels 5, 6 and 7) Graduation Ceremonies (MQF Level 4 to 7)
6th December	Xmas Graduation Ceremony
20th December	Last College day before the start of Christmas Recess (Lectures to be held as per timetable)
23rd December to 3rd January 2025	Christmas Recess



Date	
6th January 2025	Continuation of semester 1 lectures
24th January 2025	Last day of semester 1 (Lectures to be held as per timetable)
27th to 31st January 2025	Marking/Assessment days – No lectures for students
3rd February 2025	Start of semester 2 lectures (all programmes)
4th – 6th March 2025	Replacement of Public Holiday falling on a weekend – No lectures
10th to 28th April 2025	Easter recess
28th April 2025	Continuation of semester 2 lectures
6th June 2025	Last day of the academic year for student (excluding final year students at ICA)
10th July 2025	Publication of full result on OASIS results (excluding dissertation result of final year degree programmes)
11 July to 29th August 2025	Summer recess

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