

## Research on conventions regarding design, content and functionality.

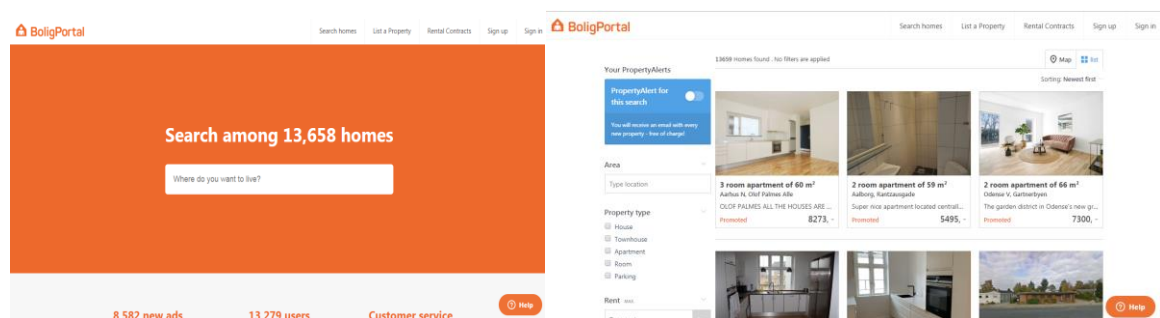
After analyzing multiple websites dedicated to accommodation, jobs and communities we found out that most of them have almost the same layout.

The front page has a navigation bar, the logo is positioned in the left top corner, the rest of the navigation bar positioned on the right top corner.

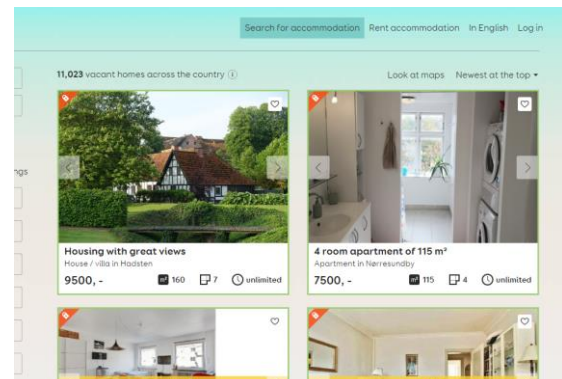
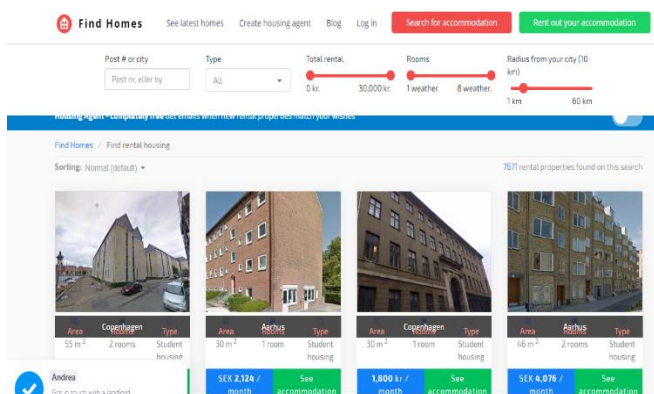
In regards of the navigation bar most of them have a sign up / log in option.

In the middle of the page a search bar can be found, after the search button is clicked then another page opens up with filters. Most of the pages contains the filters on the left while the results are shown on the right.<sup>1</sup>

[https://www.boligportal.dk/en/?qclid=CjwKCAjwxOvsBRAjEiwAuY7L8hyD3vav\\_NUmWA5g\\_UX4UsSUDAnm\\_mC2MAEEWAWV85YpEjhAmlmXnxhoCf40QAvD\\_BwE](https://www.boligportal.dk/en/?qclid=CjwKCAjwxOvsBRAjEiwAuY7L8hyD3vav_NUmWA5g_UX4UsSUDAnm_mC2MAEEWAWV85YpEjhAmlmXnxhoCf40QAvD_BwE)



<https://findboliger.dk/lejeboliger>



<https://www.lejebolig.dk/>

<sup>1</sup> <https://www.webascender.com/blog/7-website-conventions-to-follow-when-designing-your-website/>

Search for housing

Find broker

Sales prices

Forced auctions

Housing

statistics

News

create an account

Log in

boligsiden

Search for housing

Find broker

Sales prices

Forced auctions

Housing

statistics

News

create an account

Log in

Change location

Indtast vej, stedsnavn, by, postnr., kommune eller landsdel

Search

Homes for sale

Rental properties

Cash price

Page 1 of 1

List

Gallery

Map

Not seen?

Villa

Skanderborgvej 188

Norring, 8382 Hinnerup

Cash price

SEK 1,575,000 (-4%)

Payment

80,000 kr.

CALCULATE LOAN

PAST SALES

LOOK AT THE BROKER

Listing area

8

Ground

807

Bedrooms

564 / -

M<sup>2</sup> price

6,325

Energy

2903

Gross

Net

6,227

5,536

Not seen?

Villa

Damsbrovej 33

Norring, 8382 Hinnerup

Cash price

SEK 1,795,000 (-5%)

Payment

90,000 kr.

CALCULATE LOAN

PAST SALES

LOOK AT THE BROKER

Listing area

91

Ground

881

Bedrooms

171 / -

Price per square meter

1,960

Gross

Net

6,737

5,943

Get started with your home search

Find the dream home - start your home search by typing the desired geography in the search box.

Register as a user - make the most of your home search with favorite searches, to-do list, traffic statistics, etc.

Stay updated - monitor your searches

Q

U

B

boligsiden

Search for housing

Adjust search

2 filters selected

Save search

Monitor search

Homes found

Rentals found

housing Types

Villa

Recreational Property

Terraced house

farmhouse

Recreational Plot

Apartment

Housing cooperative

Villa Apartment

All year round Plot

Location

Norring (Place), 8382

Add location

Free text search

Price and performance

Cash price

BoligDK

Search for accommodation

Rent accommodation

Log in

create an account

DK

UK

Find your next rental property among our 0 rentals

Hvor vil du gerne bo?

Search for accommodation

Copenhagen

Aarhus

Odense

Aalborg

Esbjerg

Denmark's largest selection

Excellent customer service

Secure home rental

<https://www.boligsiden.dk/>

## **Research on digital communication targeted towards an international audience**

When a website is exclusively addressed to an international audience it is very important to take some aspects in consideration. First of all would be that the website should be in English, even though the ministry of education and science is a Danish institution. The reason behind is that even if the users have the option to translate it using the google translate feature, not all words are translated in the way there supposed to. Some of the meaning will be lost therefore the users might misunderstand the information or not understand it at all.

Another aspect would be to use simple and short sentences, this way the information is more structured and simple to understand by a global audience.

In this case a more serious text approach is needed however it doesn't have to be polished with unnecessary words. It has to be direct and clear, some of the international student might already have some confusion in their mind so there is no need to use elaborate words in the sentence structure.

In correlation with the above idea, the usage of consistent terminology will have a much more clear impact. For instance if the word click was first used then it shouldn't be changed with "press" or hit" or other synonyms as this approach might confuse the audience.

Another important aspect would be to avoid abbreviations, even though it is easier to use it they should be explained in a brackets.<sup>2</sup>

## **Argumentation of how the findings were used to create a solution**

After the research made we design the website according to our findings. As the website "belongs" to the Ministry of higher education and science we decided to keep a clean and professional design. We used the conventions from the other websites that we analyzed.

For the navigation bar we used 3 navigation buttons and positioned them on the right side of the page. The logo was positioned on the right corner. The log in button has an outlined border, this way it captures the attention of the user that the log in option is required in order to have all features available on this website.

XD Prototype URL <https://xd.adobe.com/view/e4ea85f2-2e78-4900-45c2-d3ebe8a0d278-92db/>

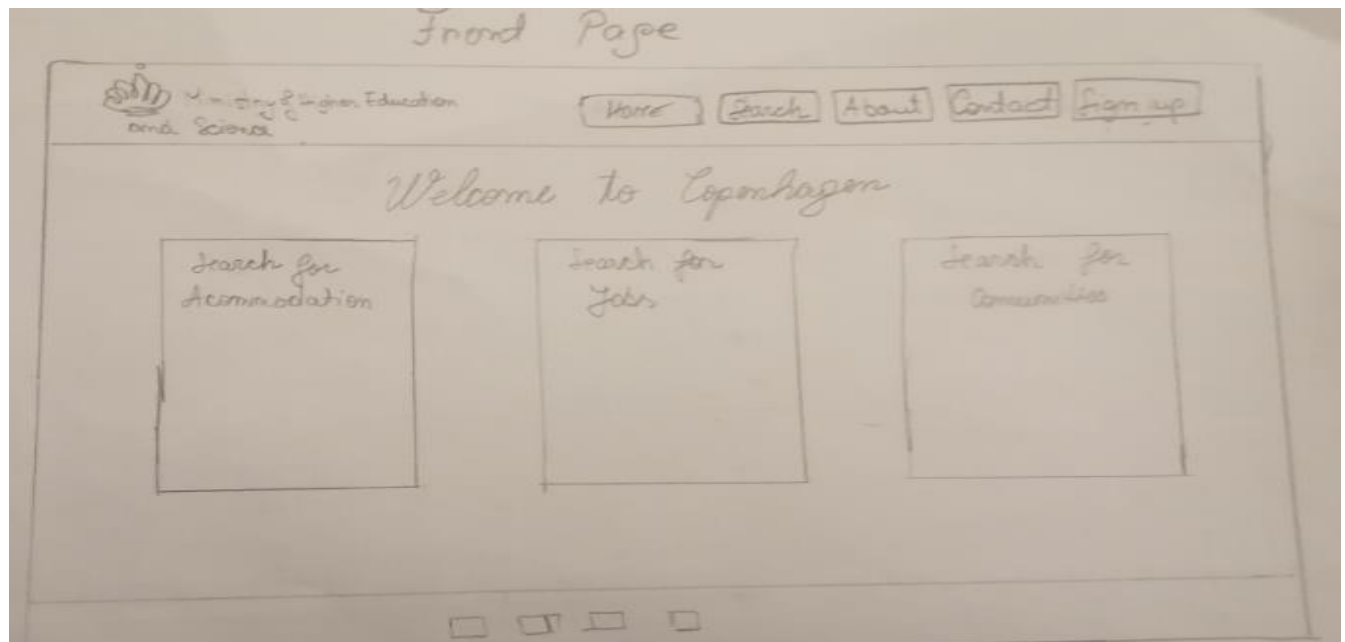


The footer section contains the social media icons where the user can connect directly, the about section and the address of the institution.

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<sup>2</sup> <https://www.globalme.net/blog/writing-for-a-global-audience-25-dos-and-donts>

For the front page we made 3 section for each category, one for the accommodation, jobs and communities, this way the website has a more structured layout. All 3 sections redirects the user to the desired search engine.



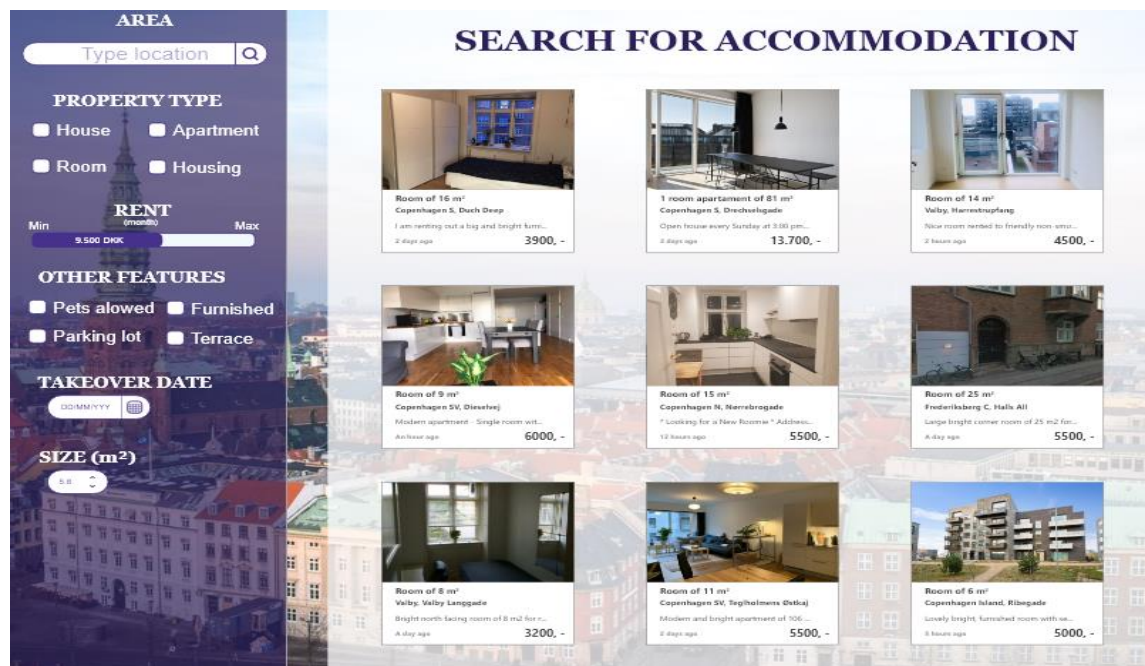
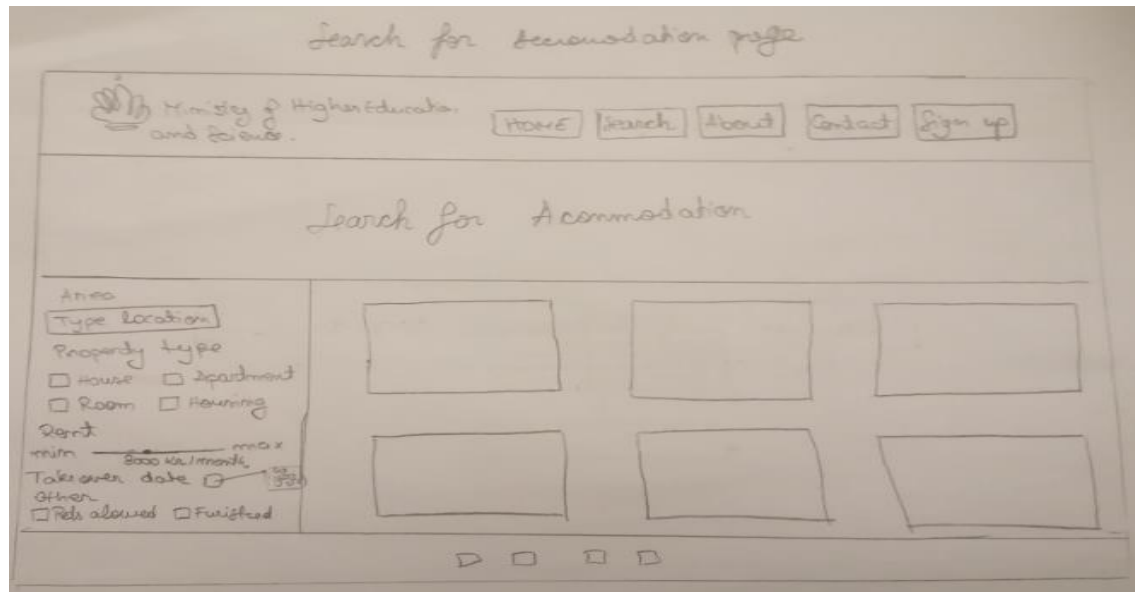
## WELCOME TO COPENHAGEN

The Minister for Higher Education and Science welcomes you to the city of Copenhagen.  
This page is dedicated to all international students that are currently searching accommodation a job and a community.



The layout for the accommodation page was designed using the conventions as well. On the left there are the search options filters were the user can add the location , select the house type and the monthly rent that can be spend on the accommodation.

After the filters are selected, the results are shown on the right side of the page grouped in 3 columns.



All results are clickable and the user will be sent on the desired accommodation page.

The accommodation page consists of 2 main sections. The first one from the left has a picture gallery, a description from the owner, followed by 2 tables that provides more information in regards of the expenses and facilities. On the bottom a "contact the owner" button is present were the user can apply.



## Room of 16 m<sup>2</sup>

Hollaenderdybet, 2300 København

I'm renting out a big and bright furnished room in Copenhagen S (Amagerbro) for 6 months. Extension is possible but can't be confirmed yet. It's available from 1st November 2019.

### Details of accommodation

Rooming type	Room	Room	16 m <sup>2</sup>
Rooms	1	Floor	2nd
Furnished	Yes	Shared apartment	No
How shared	No	Energy label	-

### Rental details

Rental period	3-12 months	Move in date	01 / 11 / 2019
Monthly rent	3.000,- DKK	Deposit	3.000,- DKK
Move in price	7.000,- DKK	Creation Date	28 / 09 / 2019

See location on map

CONTACT THE OWNER

### Other Rooms

Room of 8 m<sup>2</sup>  
Valley, Valley Longside  
Bright north facing room at 8 m<sup>2</sup> for 1...  
4 days ago  
3200,-

Room of 8 m<sup>2</sup>  
Copenhagen SK (DK)  
Modern apartment - Single room with...  
10 days ago  
6000,-

Room of 11 m<sup>2</sup>  
Copenhagen SK (DK)  
Modern and bright apartment of 11 m<sup>2</sup>...  
7 days ago  
5500,-

Another 2 pages designed are the log in and sign up pages. Here a form needs to be completed in order for the account to be created. The log in option is also present in case the user has an account and clicked by mistake the sign up button.

### Create user account

## LOG IN

Email address

Password

LOG IN

[You don't have an account yet?](#)

SIGN UP

## SIGN UP

Please fill all the blank categories with the corresponding information in order for your profile to be created.

Full name

Email address

Password

Repeat password

Select School

Date of birth

Day  Month  Year

☐ Male ☐ Female ☐ Non-binary

Type something about yourself...

By clicking on Sign up, you agree to the [Terms and Conditions of Use](#).

SIGN UP

[LOG IN](#)

The last page contains the profile of the user, this was designed only for simulation purposes.

**Jane Doe**

[Properties I am interested in](#)

### About me

My name is Jane Doe and i am a 23 years old international student from UK. Currently I am studying multimedia design at KEA.

My hobbies are oil paiting, photography and traveling.

I am friendly and silet person looking for a room that I would like to rent for a longer period of time. My budget is around 6.000 kr/ month.

### Profile

23 years old

Female

Student

Non smoker

No pets

No children

### your Profile

Jane Doe

#### Description

Write about you

#### Profile

Age

Study program

Do you have pets?

☐ Yes ☒ No

Are you interested in cleaning the place?

In regards of the principles of design used are the Gestalt principles were the containers are the same size and shape, the proximity principle with the apartments that are listed and also included the past experience with the social media icons.

The color scheme used includes:

Blue-purple colour that is specific for the Ministry of higher education and science , this colour also represents trust, this is important for this kind of website that the users feel like they can trust the information.

Grey colour: it is a conservative and neutral colour therefore it is a good match for this website.<sup>3</sup>

And the classical black and white.

Typography

The fonts used are Georgia and Arial, the are simple and clean fonts and they give the website a more official feel to it.

The pictures that illustrates real people gives the website credibility and makes it reliable.

For the text simple sentences were used in English, we also tried to simplify the website in a way that I doesn't require much text .

The tone voice of voice used was formal / casual considering that the sender is an institution's website but the casual voice is suited for students.

### **Examples of how copy and microcopy were used to provide good UX for your target audience.**

For this specific target audience, we focused on using copy and microcopy as an overall layout. For example the hope page see below screenshot:



<sup>3</sup> <https://graf1x.com/color-psychology-emotion-meaning-poster/>



# SIGN UP

Please fill all the blank categories with the corresponding information in order for your profile to be created.

**instructs**

Full name

Email address

Password

Repeat password

Select School

Date of birth

Day

Month

Year

☐ Male ☐ Female ☐ Non-binary

Type something about yourself...

By clicking on Sign up, you agree to the [Terms and Conditions of Use](#).

**SIGN UP**

LOG IN

**Instructs**

# LOG IN

Email address

Password

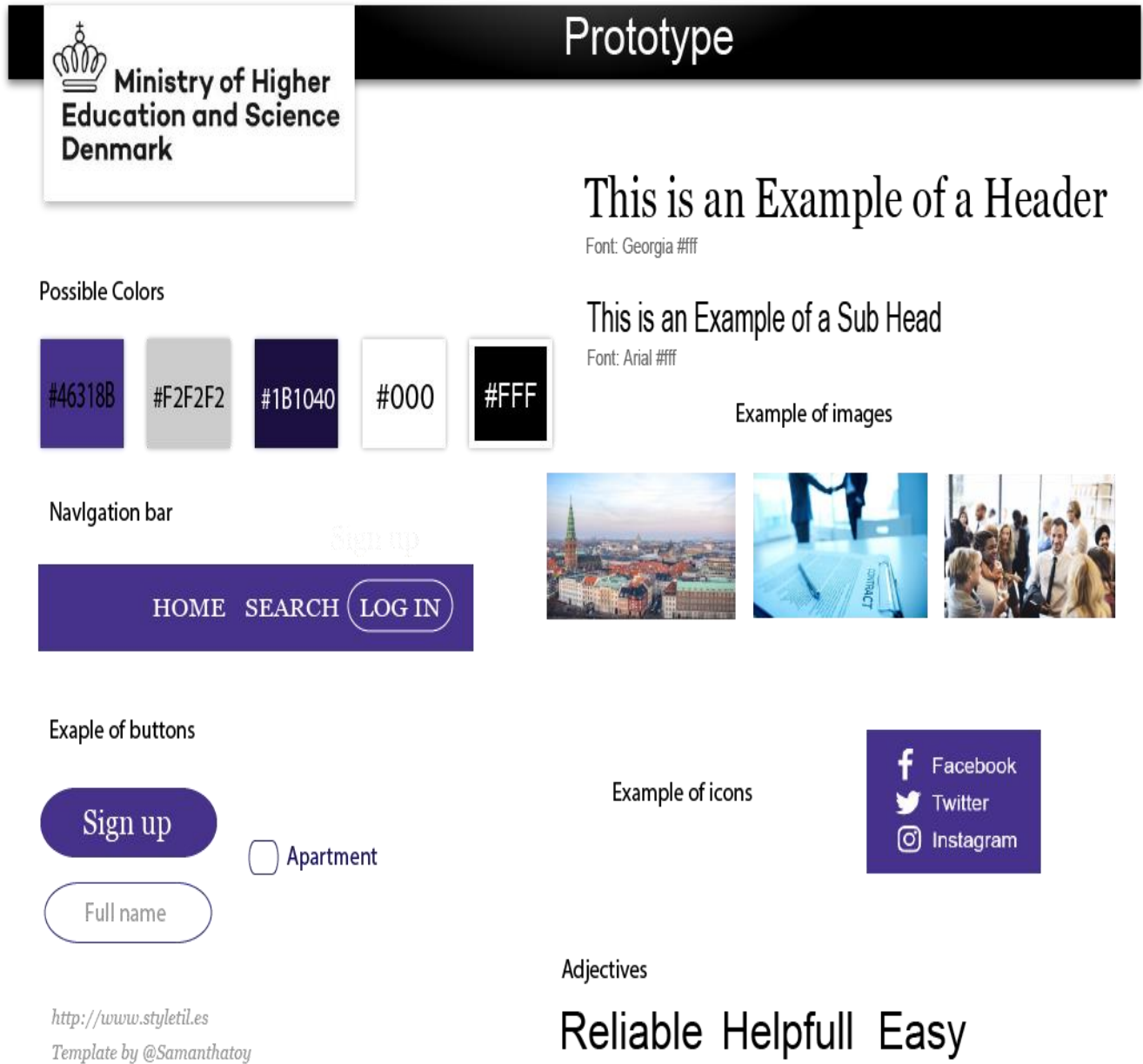
**LOG IN**

**Motivates**

You don't have an account yet?  
Sign up, it's easy and free.

**SIGN UP**

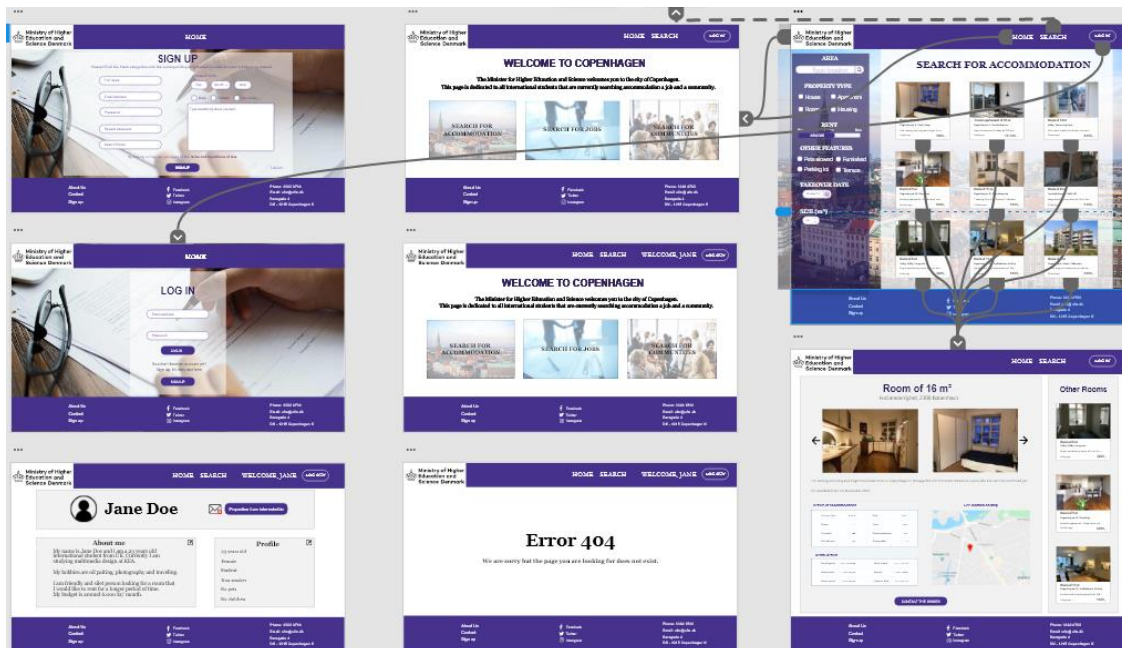
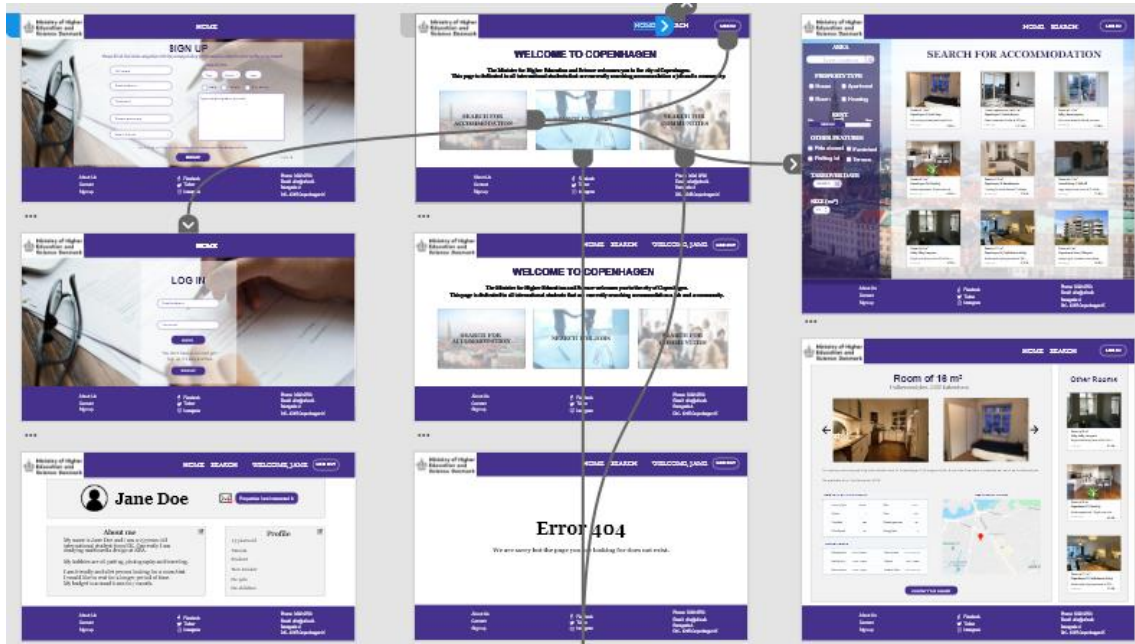
## Style tile

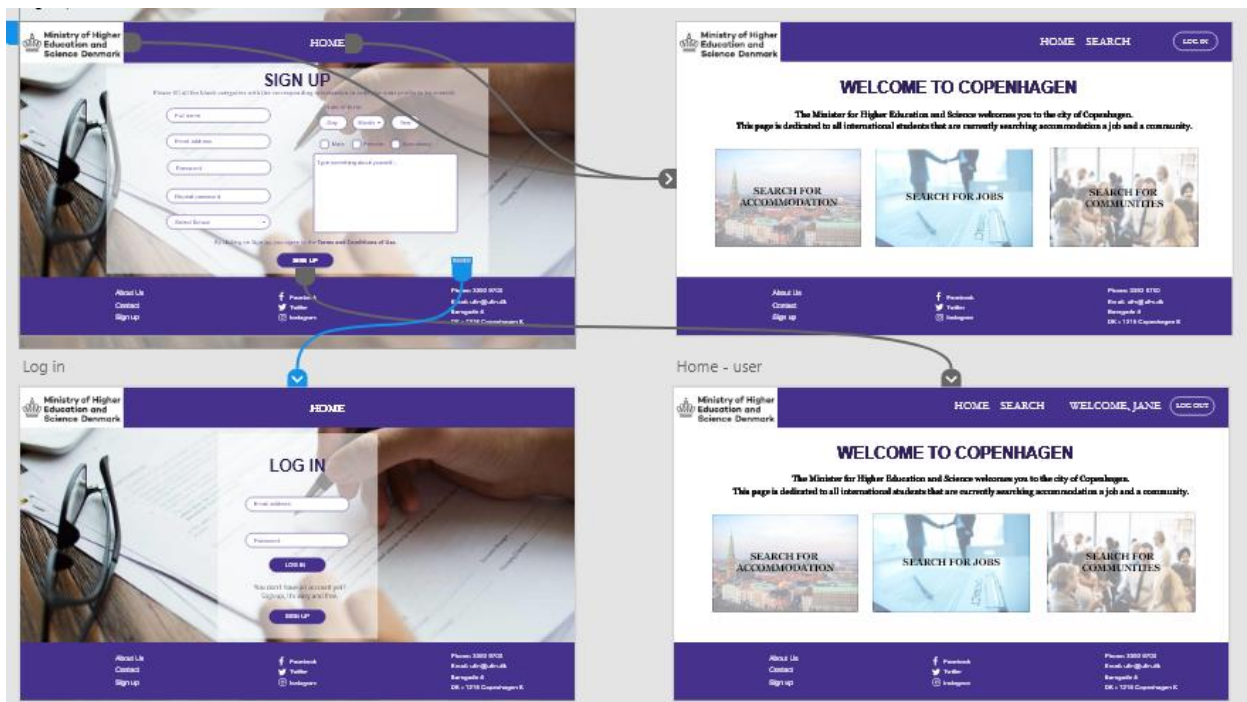


## Wireflow showing the interactions you have focused on in your solution

Below are some examples on how the user can interact with the website. On the first page they can use the navigation bar to log in and to search for different facilities.

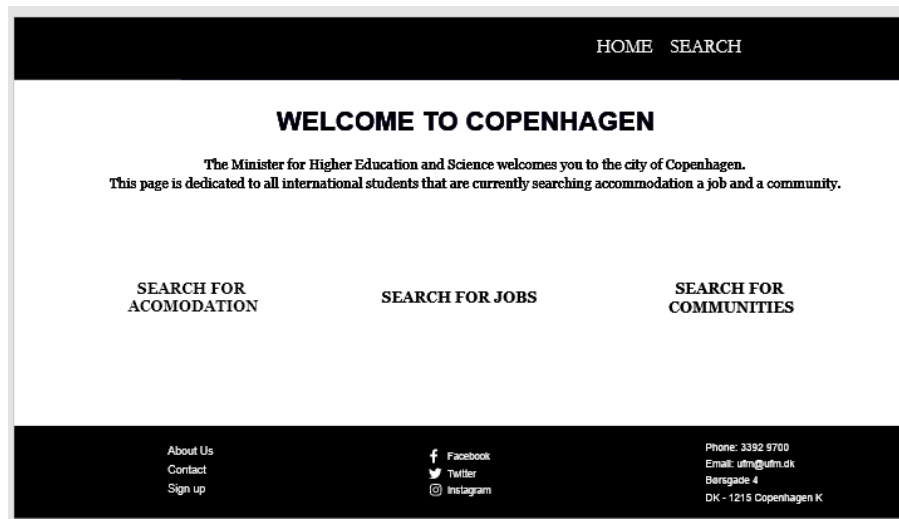
The sections from the middle of the page also can be interacted with, they send the user to different pages.





**Screenshots from XD showing your process from going from low-fidelity using a UI kit, to hi-fidelity using the design elements from your style tile.**

When we first started to design the solution in XD we just placed the basic overall sections, the page looked plain and simplistic, using the style title made the page look in a certain way that attracts users to interact with it.





## WELCOME TO COPENHAGEN

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About Us  
Contact  
Sign up

Facebook  
Twitter  
Instagram

Phone: 3392 9700  
Email: [ufm@ufm.dk](mailto:ufm@ufm.dk)  
Bærgade 4  
DK - 1215 Copenhagen K

### AREA

Type location

### PROPERTY TYPE

House Apartment  
Room Housing

### RENT

Min Max

### OTHER FEATURES

Pets allowed Furnished  
Parking lot Terrace

### TAKEOVER DATE

### SIZE (m<sup>2</sup>)

## SEARCH FOR ACCOMMODATION



Room of 16 m<sup>2</sup>  
Copenhagen S, Dødsbælt  
Last meeting and a big and bright room...  
3 days ago 3900,-



1 room apartment of 81 m<sup>2</sup>  
Copenhagen S, Dødsbælt  
Open house every Saturday at 10:00 pm...  
3 days ago 13.700,-



Room of 14 m<sup>2</sup>  
Valby, Høvedsgade  
New room posted to Facebook site...  
3 days ago 4500,-



Room of 9 m<sup>2</sup>  
Copenhagen S, Østervej  
Modern apartment - Single room with...  
3 days ago 6000,-



Room of 15 m<sup>2</sup>  
Copenhagen N, Høvedsgade  
Looking for a new Room? Address...  
13 days ago 5500,-



Room of 25 m<sup>2</sup>  
Frederiksberg C, Høvedsgade  
Large bright corner room of 25 m<sup>2</sup> for...  
3 days ago 5500,-



Room of 8 m<sup>2</sup>  
Valby, Valby Langgade  
Bright north facing room of 8 m<sup>2</sup> for...  
3 days ago 3200,-



Room of 11 m<sup>2</sup>  
Copenhagen N, Høvedsgade  
Modern and bright apartment of 11m...  
12 days ago 5500,-



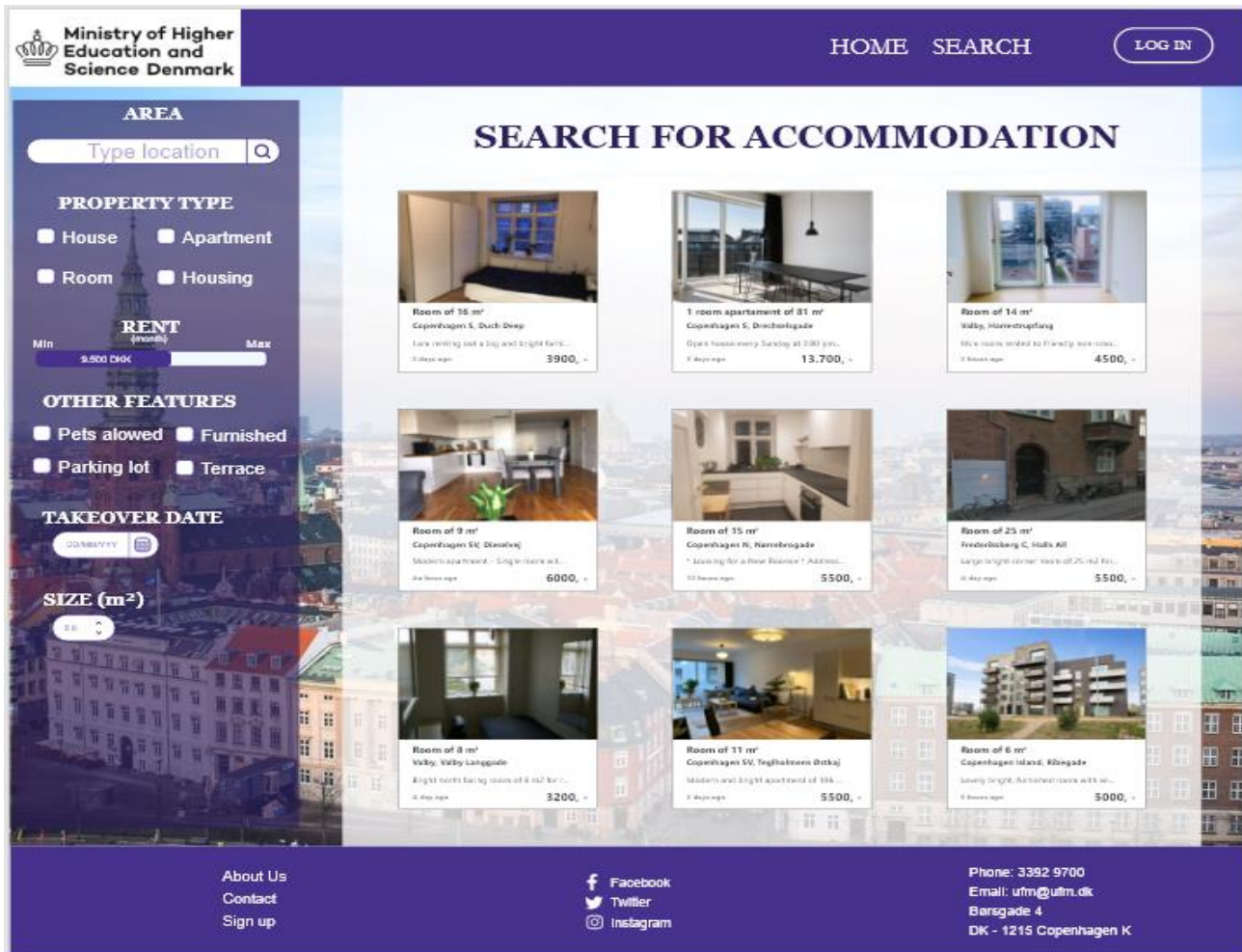
Room of 6 m<sup>2</sup>  
Copenhagen N, Høvedsgade  
Bright bright, furnished room with in...  
3 days ago 5000,-

About Us  
Contact  
Sign up

Facebook  
Twitter  
Instagram

Phone: 3392 9700  
Email: [ufm@ufm.dk](mailto:ufm@ufm.dk)  
Bærgade 4  
DK - 1215 Copenhagen K





### Results from the 'Think Aloud Test'

The 'Think Aloud Test' test was performed using 5 respondents between the age group of 19 and 32, male and female, they already have a background in regards of using the web therefore we expected that they already knew the conventions .

The recording test was performed using observation and taking notes.

The subjects were asked to carry out 5 tasks that are represented in the below table among with our observation comments.

Task 1	Create a User
Task 2	Log in
Task 3	Filter accommodation
Task 4	Accommodation location on the map
Task 5	Find your profile

Task / Subject	Task 1	Task 2	Task 3	Task 4	Task 5
Subject 1	Used the standard flow	Used the alternative path (sign up from footer instead of long in)	Used the standard flow	Used the standard flow	Used the alternative path (sign up from footer instead of long in)
Subject 2	Used the standard flow	Used the standard flow	Used the standard flow	Used the standard flow	Used the standard flow
Subject 3	Used the standard flow	Used the standard flow	Used the standard flow	Used the alternative search from the navigation bar	Used the standard flow
Subject 4	User tried to open google maps instead to look on the map that's already on the site	"tried to click on the map to open google maps to see the surroundings"	tried to click the photo to zoom in	tried to click the photo to zoom in	Used the standard flow
Subject 5	Used the standard flow	Was not able to intuitively click on the welcome Jane button	Was not able to find it, they searched after it in the footer.	Not able to find it.	Used the standard flow

The overall test had some issues even though most of the subject performed the tasks intuitively however there are some points of improvement.

Based on the test we can conclude that the prototype is not entirely user friendly, it requires some work mostly on the map section where the users intuitively tried to zoom in or to interact with the map. Therefore in the final product the user should be able to interact with the map and zoom in out.

Another aspect would be to improve how the my profile page is searched, the welcome, Jane is not enough, they just thought that it was just a simple message. A burger menu pop-up with the option of log out / in and my profile sections will hopefully solve this issue.