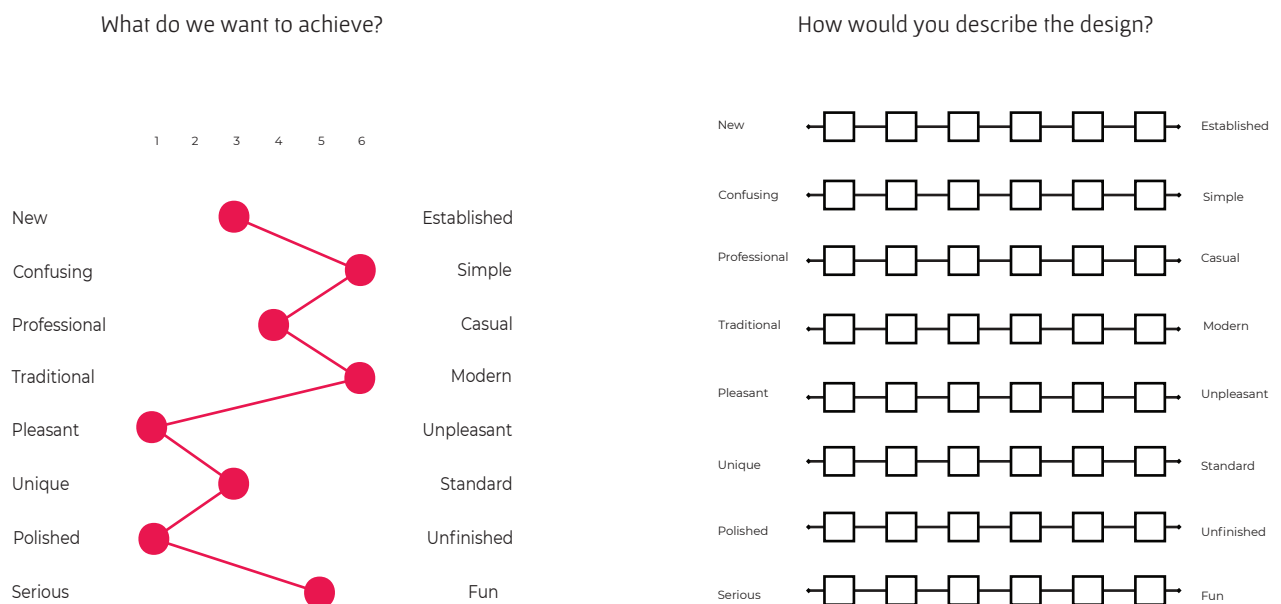


2nd iteration

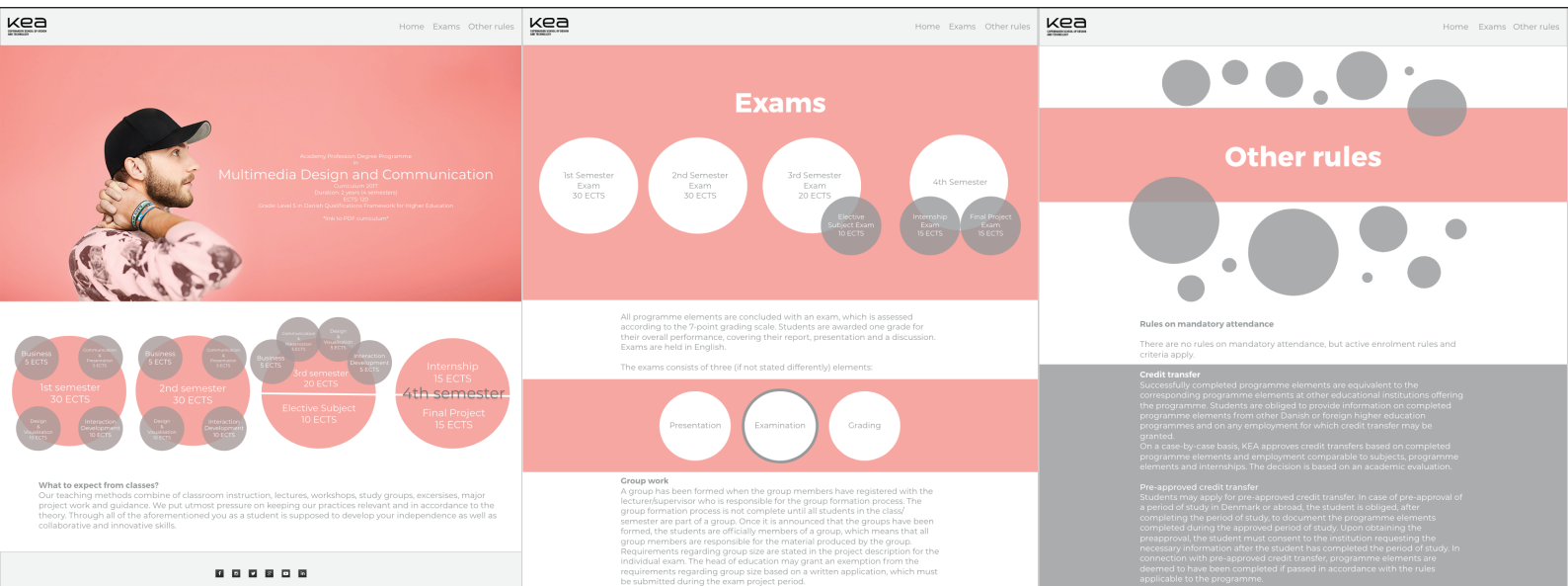
05.02.02 BERT-test and style tiles

The BERT (bipolar emotional response test) focuses on retrieving information about how users from a target group interpret the aesthetics of a design. For the BERT test we used three different design ideas that we had in mind for our curriculum website, created in Adobe Xd. Firstly we decided what polar extremes we would ask our target audience, and then we visualized an optimal result for how we wanted our result to be.

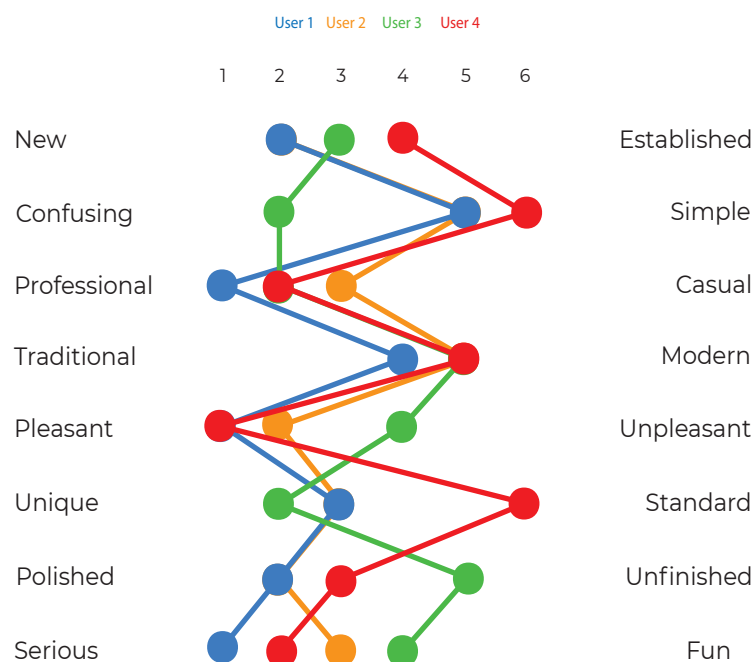


We wanted the curriculum website to be new, but recognizable, simple, professional but also approachable, modern, pleasant, somewhat unique, polished and serious but with fun colors to spice up the curriculum. Our target audience are already existing KEA students, so we asked four different students to fill out the form shown above on the right, to find what design the users thought fit our wanted result the most.

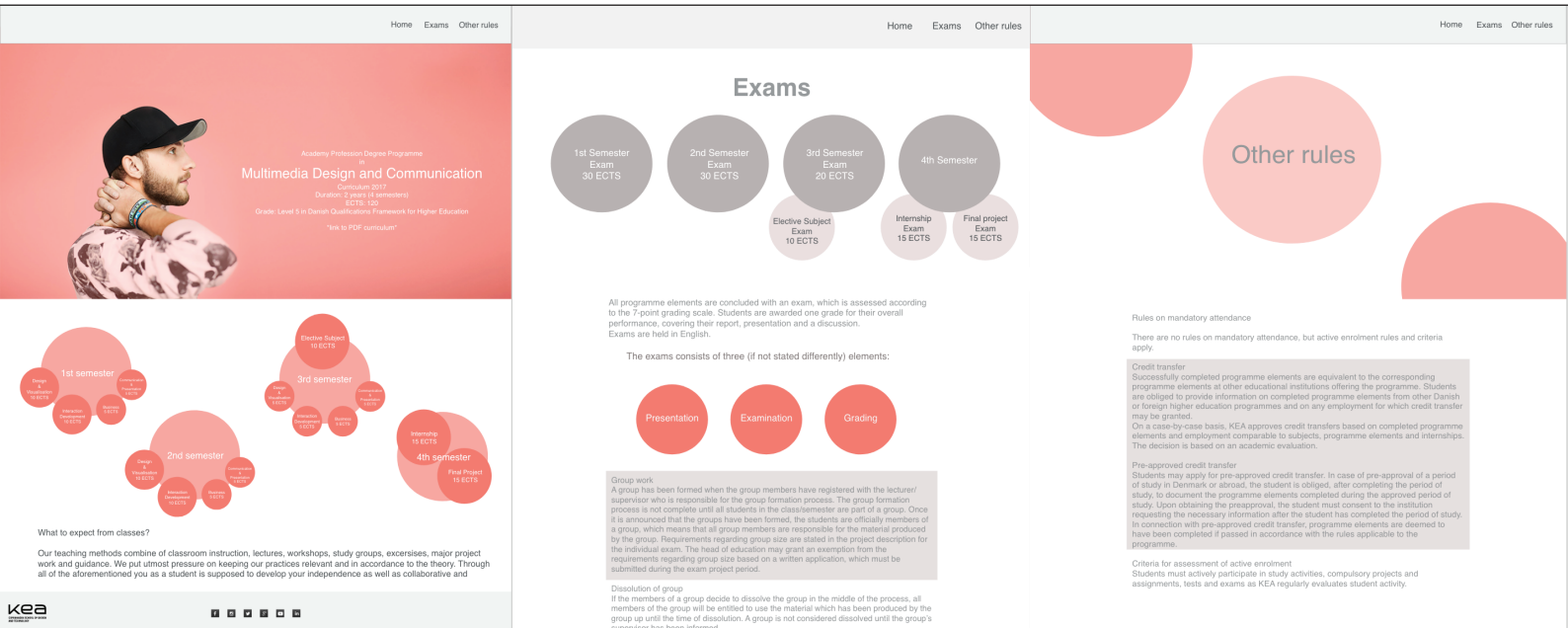
Design #1



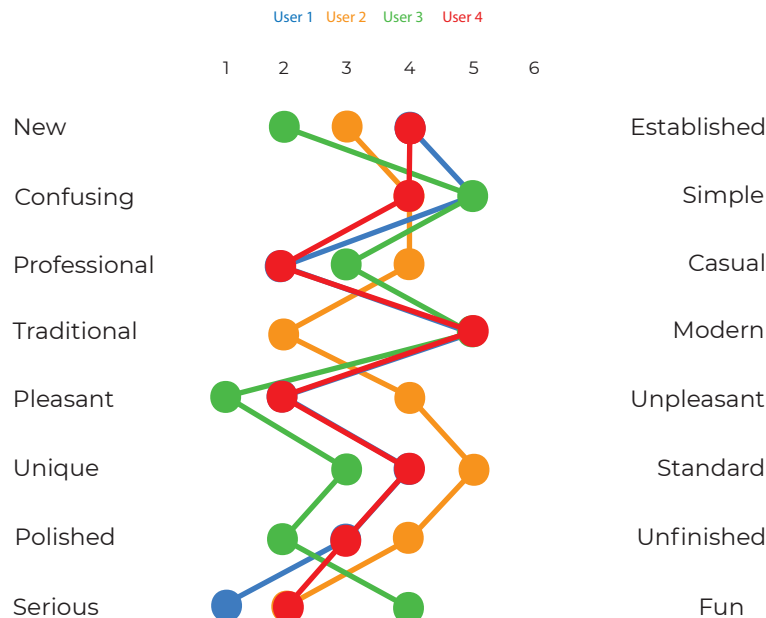
Our first design was the initial design that we were set on using. This is the design that the team liked the most, and also after the test, this version's test results were most similar to the result that we wanted, though one person found it confusing because of all the circles, so we decided to change that in the final design.



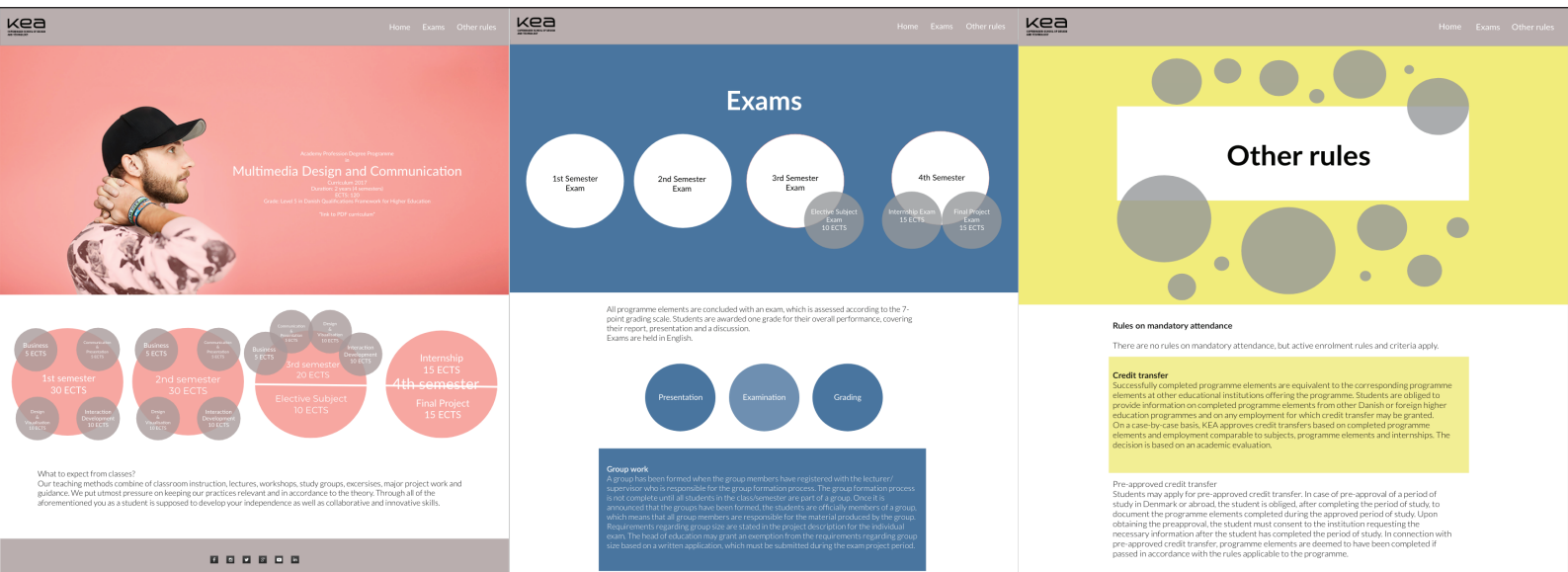
Design #2



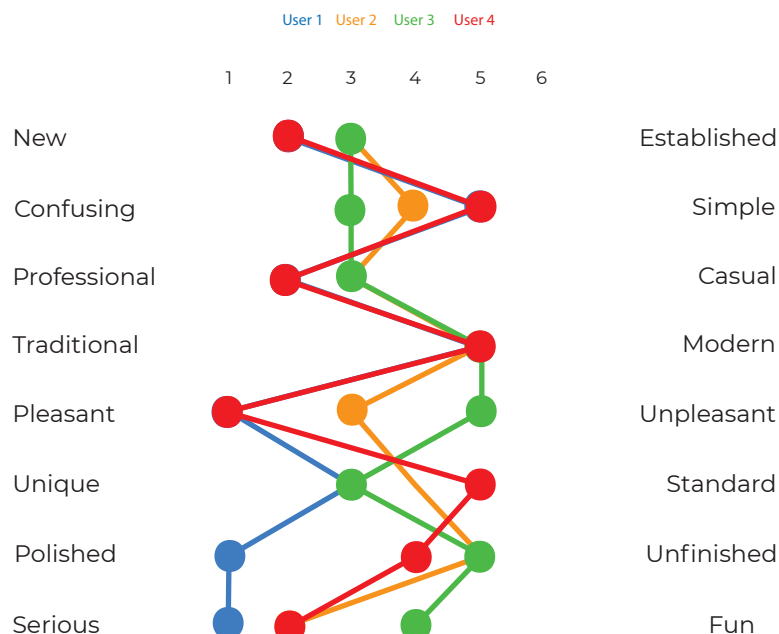
Our second design idea builds on the first iteration. The colors are not as much in use as the first one and they are in slightly different shades, and there is also different distribution of the circles and fonts. The users felt this design was too similar to the first one, but still said they preferred the first one, but enjoyed the colors in this version more.



Design #3



Our third style tile had a darker and more colorful design which gave inconsistent answers on our BERT test. Some users liked the colorful design and saw it as more fun, while others saw it as more unfinished and confusing. The colors made it seem more standard and outdated than what we wanted.




Conclusion


From conducting the BERT-test we learned how much you can evolve and better a design by showing somebody different iterations and have them write down how it makes them feel between two bipolar extremes. It is a good way to make sure your target audience is receiving the same message and emotions that you want your website to portray.

After the BERT, we decided to implement a combination of design #1 and #2 for our final design to reach a cleaner, less confusing website that looks more polished. We think this will bring an even better response from users than the two designs separately, after the feedback we received.


Link to website: <http://mihaelsandro.com/kea/05-web/curriculum/>



Home Exams Other rules



Academy Profession Degree Programme
in
Multimedia Design and Communication
Curriculum 2017
Duration: 2 years (4 semesters)
ECTS: 120
Grade: Level 5 in Danish Qualifications Framework for Higher Education
["link to PDF curriculum"](#)



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Business
5 ECTS

Communication
&
Presentation
5 ECTS

Design
&
Visualisation
10 ECTS

Interaction
Development
10 ECTS

1st semester
30 ECTS

Business
5 ECTS

Communication
&
Presentation
5 ECTS

Design
&
Visualisation
10 ECTS

Interaction
Development
10 ECTS

2nd semester
30 ECTS

Communication
&
Presentation
5 ECTS

Design
&
Visualisation
10 ECTS

Interaction
Development
5 ECTS

3rd semester
20 ECTS

Elective Subject
10 ECTS

4th semester

Final Project
15 ECTS

Internship
15 ECTS

What to expect from classes?
Our teaching methods combine of classroom instruction, lectures, workshops, study groups, excersises, major project work and guidance. We put utmost pressure on keeping our practices relevant and in accordance to the theory. Through all of the aforementioned you as a student is supposed to develop your independence as well as collaborative and innovative skills.

Design
&
Visualisation
10 ECTS

Communication
&
Presentation
5 ECTS

Business
5 ECTS

Interaction
Development
10 ECTS

1st semester

Design
&
Visualisation
10 ECTS

Communication
&
Presentation
5 ECTS

Business
5 ECTS

Interaction
Development
10 ECTS

2nd semester

Design
&
Visualisation
10 ECTS

Communication
&
Presentation
5 ECTS

Business
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Interaction
Development
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