

Research on MasterPortal's user retainability

user research

Research report

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1 Introduction

This project is university project where I will do research to solve the issues given by a client. The client is StudyPortal, they help millions of students to find the right university for them. They do so by working hand in hand with over 3,750 different universities, business schools, law schools, and pathway providers who want to diversify their campus and find the right students from across the globe. Their aim is: “matching the right students with the right universities globally.” The design challenge is: Increasing the traffic, generating more leads, and adding functionality to improve the user experience on mastersportal.com.

2 Orientation

StudyPortal have two main outside stakeholders, students (users) and universities (clients). From the meeting that was held with Sanaz Amouzadeh, the representative of StudyPortal, the following information was gathered: the current design of the article page is incapable of pushing user to use the search function and explore the page; the article pages are missing functions that can help the reader and help the SEO. The direction of this research is to identify what the issues are that lead the user to leave the page and which features would be implemented to remedy that.

3 Research aim & Research Questions

The aim of the research is to find a way to increase the user’s engagement with the article page (www.mastersportal.com/articles/) and enhance the search feature and add functionalities to encourage the user to read the articles of said page. This will then be implemented in the redesign of the pages to lower bounce rates, improve user experience and boost revenue. I would like to see a heat map of the article page (www.mastersportal.com/articles/) and one of an article page (<https://www.mastersportal.com/articles/379/what-is-a-transcript-of-records-and-when-do-students-need-one.html>). With this information I would be able to see which feature need to be farther improved that are important should be placed.

Research Questions:

- What functionality do users look for in a website to help them look for a masters?
- What features are badly designed in MasterPortal’s article page which affect the user friendliness?

4 Research set-up

4.1 Choice of research methods

For the research methods I have decided to use: User trialling, ethnographic interview. User trialling is good way to test the feature of a product, in this case it allows me to identify the issues of the website and test if the ones I have found match with those the user would encounter. User trialling will also allow me to test the usability of certain features. Ethnographic interview is a good way to gather information on what a user wants in a product, what the user needs, and what the user currently does.

From both methods I will make data cards that will then be put into an affinity diagram to group the insights and see which insights resurfaces the most.

4.2 Participants

The users are all university student that are considering or will do a master after finishing their current study. They are relevant to this research as they fit the target audience that StudyPortal is looking for, for MasterPortal and all had experience in searching for a degree online. For my research I decide to have 3 participation form different backgrounds which somewhat fit the personas given by StudyPortal. (Appendix B 1.1 & 1.2)

4.3 Set-up per research method

While conducting the methods I will be recording, with the participants consent, all the questions in the method are based around the research questions. The methods will mostly be done in person in a quite environment with no one else around to avoid outside bias from non-participants. as to avoid any digital malfunctions with the recordings most of the experiments will be done in person but some may be done online if there are no openings to meet in person and for the participants that are in another country. (All protocols can be found in Appendix A)

5 Data analysis

The recordings were transcribed (Appendix B 2). The transcript where then analysed and the relevant information surrounding the research questions were made into insights. All the data from all the methods were all combined into the same digital board using Figma (Appendix B 3) to make it easier to cluster the insights. They were put together as they are of the same information type and surround the same topic. The clusters have two categories, the topic they are about (Navigation, Relevance to user, Inconsistence,) and the type of feedback they fall into, based on the research questions (issue, suggestions) e.g.: "insight" navigation, suggestion. By giving the insights two categories it allows for a better view of what type of insights they are.

6 Results

6.1 Insights

Raw insights (All insights not grouped)

User trial

- **Stuck in article topic:** There is no way to go back to the main article page if topics are selected, causing confusion if user want to go back
- **Inconsistent design:** The articles with images all look different depending on the topic you are in, they sometimes show have the same aspect ratio and other times they don't
- **Too much information in one place:** "this on the first page was so hard to read and kind of useless because at that point it would just look like a block of words" Referring to the list of article at the bottom of the main article page.
- **No country filter**

- **not all information present is relevant to all users:** "This is nice that they're offering stuff to help students from Ukraine, but it's filling the whole page and not really relevant for anyone else"
- **No search bar for articles**
- **No proper way of going back to main article page from article**
- **The lack of filter makes it uninviting to look for articles**
- **difficulty finding information in all the information.** "to find stuff, it was difficult to find the articles themselves because all of them have huge long titles. Half of them have pictures, have, them don't. And they have way too long of like. Like subtitles" Causes confusion and makes it hard to find the wanted information, overwhelming

Ethnographic interview 1

- **Mostly uses google for all information**

Ethnographic interview 2

- **They use university website which are not optimized**
- **Suggesting filtering for locals and non locals**
- **Mainly uses google**
- **Ask user what they would like to look into to avoid showing irrelevant information to them**
- **Page should be structured to avoid having the user get lost**
- **Filtering for non Europeans:** "I'd like, you know, to have a feature that would, you know, show the non EU requirements, you know, at least like a filtering for non EU people"
- **Filtering by countries**
- **Having a search feature for those who need it**

Grouped insights

Navigation

Issues of StudyPortal

- **Stuck in article topic:** There is no way to go back to the main article page if topics are selected, causing confusion if user want to go back
- **No country filter**
- **No proper way of going back to main article page from article**
- **No search bar for articles**
- **The lack of filter makes it uninviting to look for articles**

Suggestion

- **Filtering by countries**
- **Suggesting filtering for locals and non locals**
- **Filtering for non Europeans:** "I'd like, you know, to have a feature that would, you know, show the non EU requirements, you know, at least like a filtering for non EU people"
- **Having a search feature for those who need it**

Relevance

Suggestion

- **not all information present is relevant to all users:** "This is nice that they're offering stuff to help students from Ukraine, but it's filling the whole page and not really relevant for anyone else"
- **Ask user what they would like to look into to avoid showing irrelevant information to them**

Inconsistence

Issues of StudyPortal

- **Inconsistent design:** The articles with images all look different depending on the topic you are in, they sometimes show have the same aspect ratio and other times they don't.
- **Too much information in one place:** "This on the first page was so hard to read and kind of useless because at that point it would just look like a block of words" Referring to the list of article at the bottom of the main article page.

Confusion

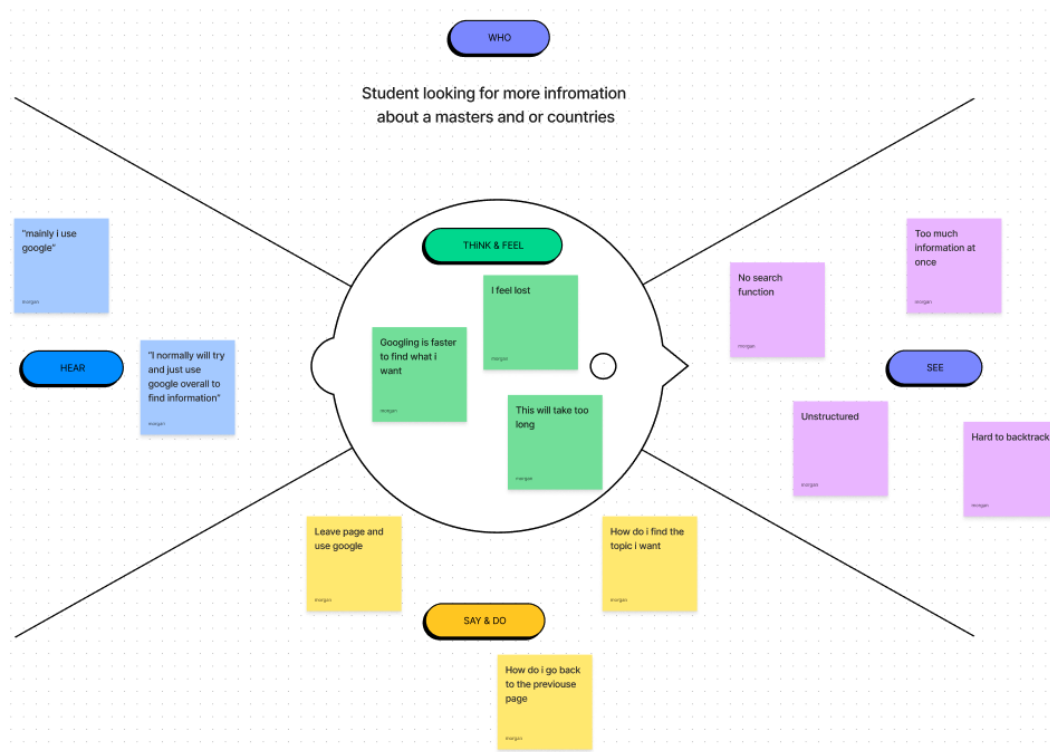
Issues of StudyPortal

- **Difficulty finding information in all the information:** "to find stuff, it was difficult to find the articles themselves because all of them have huge long titles. Half of them have pictures, have, them don't. And they have way too long of like. Like subtitles" Causes confusion and makes it hard to find the wanted information, overwhelming.
- **Stuck in article topic:** There is no way to go back to the main article page if topics are selected, causing confusion if user want to go back
- **They use university website which are not optimized**

Suggestion

- **Page should be structured to avoid having the user get lost.**

6.2 Visual conclusion



7 Design vision

This research is for StudyPortal, a company who aims to link students from all over the world to the right university for them. My classmates and I were tasked to research to redesign their MasterPortal article page to reduce the bounce rate.

Our target group are student who are looking to read more about: moving, settling, getting ready and gather general information for universities and the lifestyle as a master student through MasterPortal. The key insights of my research are: Finding information is close to impossible, the design is inconsistent. The navigation, search function, and structure of the page need to be redesign.

The redesign should encourage the user to look for and explore the different articles on MasterPortal. Based on the insights gather, findability needs to be worked on the most as in the current design it is very hard to find a specific article; furthermore, the similarity in design of the "More Articles" section (Appendix B 4) of the page seem to offput user into diving deeper. In turn the efficiency of looking for information in the current design is affected and users do not always have the patience to scour for their information. The flow of the current design does not work in the user's favour, user spend time looking for information, looking on how to go back to the previous page (referencing going back to the "articles about studying abroad" page after choosing an article topic). And last the learnability of the current webpage does not comply with the mental model of the general user when looking for topics, like the previous point (the flow) actions that not predictable which causes the user to get confused.

Appendix A: Protocols research methods

User trialling

Thank you for accepting to take part in my research, as you have been informed before, this interview will be recorded. Before I tell you more about what this research is about, I would like you to explore this page and complete a few tasks, please think out loud throughout the tasks.

You have 5 minutes to explore this page,

5 minutes

could you find the article named "4 Pros and Cons for Taking the TOEFL Test to Apply for a University Abroad"?

Could you go back to with the main article page?

Could you filter the article page to a topic of your choosing?

Choose a topic of your choice

Could you find a degree in medicine in France?

how did you

Thank you for taking the time out of your day to participate in my research. Any recorded data will not be used outside this research. Before we end this interview, is there anything you would like to add?

Ethnographic interview

Thank you for accepting to take part in my research, as you have been informed before, this interview will be recorded. the aim of this interview is to gather information on the needs of an individual who is looking for a masters degree.

When looking for a master degree online, what are the step you would usually take?

Do you look for information about the countries that offer what you want?

Do you look for informant on how to get ready for that country?

Do you usually use google searched to find all this information?

If there was a website that combined all the information in one place, what feature would you expect them to have?

What filters would you want to see?

Thank you for taking the time out of your day to participate in my research. Any recorded data will not be used outside this research. Before we end this interview, is there anything you would like to add?

Appendix B: Raw data & Data processing

Appendix B I.1

Meet Emma (persona I)

- Curious to meet new people
- Self-financed
- Wants to live abroad



"I am super excited to study abroad. I think it will be a great experience meeting new people from different cultures. Still, it also scares me to make this decision. It is a big step with lots of uncertainties"

Possibilities of funding your study abroad
LOW  HIGH

Possible need for a visa
LOW  HIGH

Emma Smith

Age	21
Location	Baltimore, US
Marital status	Single
Family	Parents, 1 older sister
Living	On campus
Language	English
Study	Digital Communication
Work experience	Ticket desk at Orioles stadium

About Emma

Emma is in her final year of her B.A. in Digital Communication. She is studying at the University of Baltimore. She lives on campus, sharing an apartment with Zoe.

Emma is a very active person. She has a busy social life: she plays tennis and does fitness, likes to go out with her friends to a bar and enjoys the cinema or theatre. Emma also visits her parents every two weeks: they live in the suburbs of Baltimore.

Emma wants to do her Master's in Europe. She has been looking for a lot of information about different options, mainly online. Although she is convinced that it is a great opportunity, she also has doubts. Her closest friends and her parents raise many questions.

She needs to be well-informed about the study, country and university to convince herself and others to study abroad.

Habits

- Emma has an outgoing personality. She likes to be among friends, but also spends a lot of time online.
- Emma has strong opinions but still seeks confirmation and approval from her closest friends and family.

Motivators

- Emma is curious to meet new people.
- Emma wants to show her independence to her family.
- Emma wants the best possible education to increase her chances at the beginning of her career.

Activities

- going to college and studying
- working out at the gym
- interacting with social media
- watching series on Netflix

Weekends

- visiting friends & family
- going out with friends
- playing tennis
- going to cinema or theatre


Personality

Curious	Mature
Outgoing	Sporty
Ambitious	Sociable
Determined	Open minded


Appendix B I.2


Meet Deepak (persona II)

- Better quality of studies
- Dependent on a scholarship
- Wants to move abroad for a higher standard of living



"I want to study abroad because universities and living standards in my country aren't great. I would have higher chances of being able to get a job in a country where I graduated in."

Possibilities of funding your study abroad
LOW  HIGH

Possible need for a visa
LOW  HIGH

Deepak Patel

Age	25
Location	Maharashtra, India
Marital status	Single
Family	Parents, 3 brothers, 2 sisters
Living	At home
Language	Marathi, English
Study	Biomedical Engineering
Work experience	Customer Support Agent at Microsoft

About Deepak

Deepak finished his B.A. in Biomedical Engineering a bit over a year ago. Currently he is working as a Customer Support Agent and is living at home with his family, sharing a room with his younger brother. Deepak is looking to continue her Master's abroad.

He is a very dedicated person, striving to always outdo himself, no matter the challenge. His family and his future are the most important to him. He keeps in touch with his friends who managed to go abroad after graduating their B.A.s and hears how good their life is there.

Deepak is looking for a Master's in Canada or Germany, because these countries have the most promising Visa specifications. He needs to get his parents' approval for his plan, as in his culture parental influence plays an important role. Deepak needs to be well-informed about the opportunities the Master's could bring him in the specific country to gain his parents' approval.

Habits

- Deepak is a hard worker, which is confirmed by his grades. He does however manage balancing work with his busy social life.
- Deepak tries to gather all the information he can on possible studies, which he then present to his family for them to make a choice

Motivators

- Deepak wants to study abroad to get a higher quality of education than what's available at home
- Deepak wants to set an example for his siblings
- Deepak wants to be able to get a job and visa to settle abroad for a higher standard of living

Activities

- going to college and studying
- gaming with friends
- interacting with social media
- playing badminton

Weekends

- visiting friends & family
- going out with friends
- doing volunteer work
- going to cinema or theatre

Personality

Independent	Diligent
Socially connected	Dedicated
Family focused	Determined

Appendix B 2.1 (Interview 1)

interviewer: [00:00:01] Hello and thank you for taking part of my in my research as as you have been informed before the interview will be recorded. Before I tell you more about the research I will let you explore page and, and you'll have to complete a few tasks. So while you're doing the task, please think out loud. Here's the website and you can explore for 5 minutes.

interviewee: [00:00:37] Just this page or.

interviewer: [00:00:38] Yeah. You can explore wherever you want in as long as you start from that page.

interviewee: [00:00:51] Okay. I thought I went back. Okay. Okay. So this is a bit weird. It seems a bit confusing. Yeah. No, it's different. So it doesn't bring me back to the articles page if I. So there's no way to get back from this. Okay, that's great. Kind of a weird setup with the images because all the pages feel very different. This one all is pretty uniform because they're all the same aspect ratios of this one. Then on this page it's all. Right. But some are like that. Also this on the first page was so hard to read and kind of useless because at that point it would just look like a block of words. And this just, again, no images at all. And if I wanted to look for a specific country here, it's easier, but it's. Different on each one, depending on where it is. So like Netherlands, UK is here in the middle. Don't see any way to do it, to choose by country. Oh. This is nice that they're offering stuff to help students from Ukraine, but it's filling the whole page and not really relevant for anyone else.

interviewer: [00:04:51] Right. Right. I will reset the page for you because. Hmm. All right, so your first task would be to find the article named 4 pros and cons for taking the toughest test to apply to universities abroad. And you can use any method you want to find it.

interviewee: [00:05:37] These are for study, so I can't use that search bar. What was the name of the article again.

interviewer: [00:05:55] 4 pros and cons for taking the tefal test to apply for universities abroad.

interviewee: [00:06:06] Okay. So. This one, right? Yep. All right.

interviewer: [00:06:11] All right. Great. Now, can you get back to the article page from this article? Yeah. All right, great. Can you filter the article page to whichever topic you fancy? Right. Choose an article of your choice.

interviewee: [00:07:03] Yeah.

interviewer: [00:07:05] All right. You can explore it for a bit.

interviewer: [00:07:44] Tell me when you're done exploring.

interviewee: [00:07:49] Yeah.

interviewer: [00:07:50] All right. And could you find a degree in medicine that is located in France?

interviewee: [00:07:57] Through the articles?

interviewer: [00:07:59] No. Just whichever way. All right, great. Uh, well, this is pretty much all the tests I had. Did you find the or the article page useful?

interviewee: [00:08:28] Not really. I don't see it. Can I? Yeah. You can go to that one. The actual articles themselves are interesting and maybe found in another way. Like if they're if I already found a degree and maybe that it would give me more information about like studying in Norway, then an article would be helpful. But to use it to find stuff, it was difficult to find the articles themselves because all of them have huge long titles. Half of them have pictures, have, them don't. And they have way too long of like. Like subtitles. I guess the name is like this small part that they let you read. Actually, they're not reading correctly. That's a typo. And yeah, it's just a bit weird to me because there's also no way to filter by, like, if you already know a country you want to visit. So you have to look through each thing and. Find one related to what you want to visit, but you have to actually look for it manually instead of having an actual search function for it.

interviewer: [00:10:06] So you wouldn't look for articles, nor would you look for articles using Study Portal and masters.

interviewee: [00:10:21] Only if I was already applying to a specific place and I needed specific information about that country, but otherwise I wouldn't use it to help me find a place because it's a bit too broad the articles and like they're hard to kind of narrow down because even like where to study. It'd be nice if maybe one of them could stay at the top. That really breaks it down for you to from continents. And then it could be broken down into areas because if some people already know the areas they want to study. Also, this shouldn't be here because I'm not from Ukraine, so this isn't helpful to me at all. It could be a whole other section.

interviewer: [00:11:07] All right. Well, I think that's about it. Thank you for taking the time of your day to participate in my research. The record any recorded data will not be shared, will not be used outside of this research. And before we end the interview, is there anything else you would like to add? No. Okay, great. Thank you.

Recording interview I: https://drive.google.com/file/d/1nQit4Q-HqQ1hEFX5i4Qe1wqxp_3_GRfG/view?usp=sharing

Appendix B 2.2 (Interview 2)

interviewer : [00:00:01] Hello and thank you for accepting to take part in my research. As you've been informed before, the interview will be recorded. The aim of the interview is to gather information on the need of an individual who is looking for a masters. When you personally look for a master degree online, what are the steps you usually take?

interviewee: [00:00:19] Well, first I try to kind of narrow down what type of names the degrees would be under, based on what my field of interest is. So if I'm looking for a UX designer type of master, then I would be looking for UX design or for instance, maybe even industrial design or anything else that might fall under the same category. And I try to find what other names they've been given when I first start searching.

interviewer : [00:00:52] All right. Do you look for information about the country that offers what you want?

interviewee: [00:00:59] Yeah. If I found a degree that I'm quite interested in, and it's not somewhere that I'm very familiar with, I normally would like to research about the cost of

living, availability of housing, the potential opportunities for jobs afterwards, and any other information that might be necessary. Such as if, for instance, because English is my first language, if English is commonly used and accepted in a work field.

interviewer : [00:01:30] All right. And when you do those research, do you generally use a specific you know, when you use when you search for information, do you usually Google the searches?

interviewee: [00:01:44] Yeah, I normally will try and just use Google overall to find information. Sometimes there's some sites that help with specifications. A lot of times it's also the main site from the university itself that offers, yeah. Information about the degree. And if, if it was about like the previous question about information about the country itself, then it's just general searches on Google itself.

interviewer : [00:02:12] If there was a website that combined all the information in one place, what features would you expect it to have?

interviewee: [00:02:19] If it's specifically for master degrees, it should definitely include the tuition cost. It should include the time period because some master degrees there only for like a year or there for a year with a placement or two years. And maybe they also have it starting at a specifically different period. Also the location of the campus where the study will be performed and some other stuff. I guess also like a little bit about how the degree is broken down in terms of like if there's a lot of theoretical work or practical work simply because if I'm thinking about UX design in particular, you could go in very many different directions with it. So for a master, it'd be interesting if they already had a little bit of a summary of like how the degree would play out a little bit. And then also like what language it's instructed in because that's something I found. Yeah. To be difficult in the past is whether or not something is actually in English or, you know, any other language you're comfortable with.

interviewer : [00:03:35] Besides information about the degree itself specifically, do you expect any other type of information that come in hand with that degree?

interviewee: [00:03:47] Yeah. For instance, whether they if it's a different country, whether the school would offer assistance with housing or if they help with finding jobs afterwards or if they have. Yeah, kind of like how do you call it a work center where they just help you developing your portfolio and so on for the work field afterwards and maybe some basic information to be known about like the country where the degree would be in, if there's anything crucial to know, such as like necessary visas and so on.

interviewer : [00:04:27] All right, great. Well, that's about it. Thank you for taking the time out of your day to participate in my research. The recording will only be used for this research and will now be used outside of this research before when the interview. Would you like to add anything?

interviewee: [00:04:43] Nope.

interviewer : [00:04:44] Thank you very much.

interviewee: [00:04:44] Thank you.

Appendix B 2.3 (Interview 3)

Speaker1: [00:00:00] Thank you for accepting to take part in my research. As you've been informed before the interview would be recorded on. The aim of the research is to gather

information about the needs of an individual who is looking for a master's degree. Now, all right, when you're looking for a master's degree online, what are the steps you usually take?

Speaker2: [00:00:25] I start off by probably by Googling or researching what I actually want to get into. And then I would kind of just start going uni to uni and checking what kind of master I can do that relates to, you know, my bachelor or whatever I was doing beforehand.

Speaker1: [00:00:49] All right.

Speaker2: [00:00:50] So it's a lot of kind of it's a lot of uni websites, which gets really annoying because they're not really that optimised, you know, not user friendly.

Speaker1: [00:01:04] Do you look for information about the country that offers what you want?

Speaker2: [00:01:12] Yeah, unless I was already set on going to that country. Sometimes I would even search for different countries and what they have. But mainly I researched the topic or course, you know, the masters itself rather than the country.

Speaker1: [00:01:36] Right. As a non-European student. Do you like do you feel the need to look look up information about the difference between a European students and a non European student and what you have to do extra for going to that course in a certain country.

Speaker2: [00:02:00] Yeah, of course. Yeah. It's not just that, it's also about the legal issues, you know, because each country is going to have their own procedure for it to get the study permit and everything and let alone the requirements I need because I'm from a different country and different education system and all that. I think. I think having a place where you can actually find like all the information needed for a non European or you know, like someone, someone who has different requirements would be very helpful. Like really helpful for researching masters and bachelors, you know, whatever, whatever it is. So he's the.

Speaker1: [00:02:55] So you currently research everything through Google searches, right?

Speaker2: [00:03:01] Yeah, mainly I use Google and you know, you kind of just keep looking between websites and eventually you kind of, you know, get an idea of what you need to do and when's the deadline, when's everything? And usually if you find the course, you know, if I find the master, or course, that I want to do, I go visit, you know, where the course is being taught or I research where this where I can take this course. And, you know, the results that come up are probably universities. And so I have to go to the university and I have to check the requirements. I have to check the deadlines. I'm going to have to check if I'm eligible or and then you have to do another search that, you know, shows what you need to apply for the country because the universities, you know, they don't really display on the on their websites what kind of requirements you need to be able to apply for the study permit. And even the study permits itself is kind of like a maybe you'll get it, maybe you won't, you know. But yeah, I think what was the question again?

Speaker1: [00:04:14] It was about using Google searches mainly.

Speaker2: [00:04:18] Yeah, I think for everything I have like researched now from courses to master's minors, whatever it is through Google searches mainly.

Speaker1: [00:04:29] All right. If there was a website that combined all the information in one place, what features would you expect it to have?

Speaker2: [00:04:42] I would expect like before features, I would just expect it to be structured more like that's one of the biggest problems with like university websites is that it's

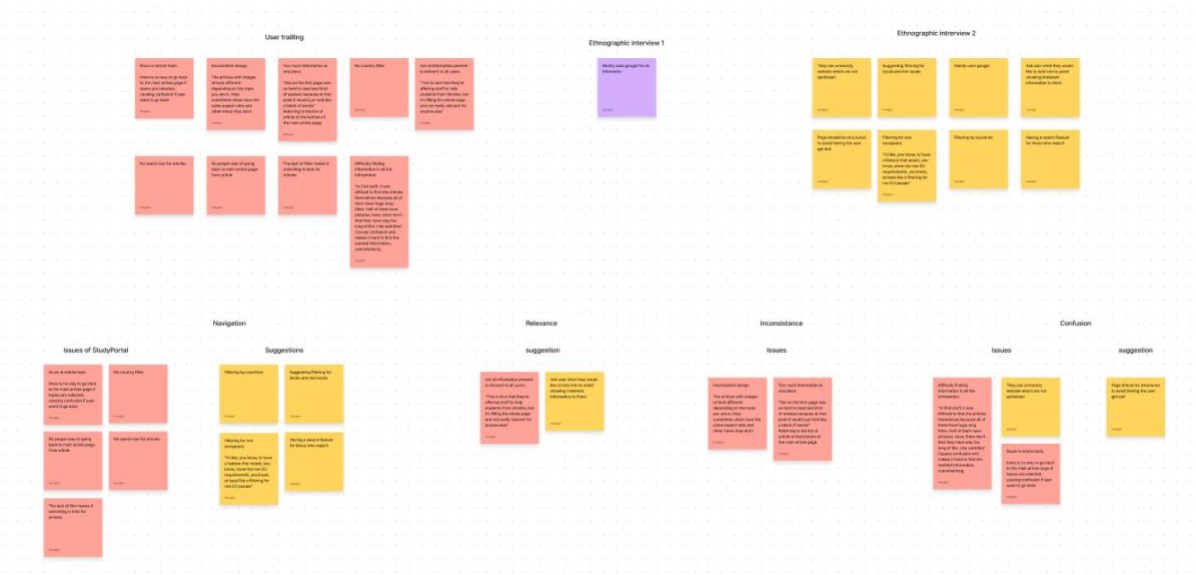
so, it's so chaotic sometimes like you can't find what you're looking for and you have to go to different paths. As for a feature, I'd like, you know, to have a feature that would, you know, show the non EU requirements, you know, at least like a filtering for non EU people. Or maybe when you find the course you want or the country want, you can. Well first of all you should be able to filter the countries you want and what kind of interests may be, you know, instead of searching for a course, you don't even know what you want to do. Maybe they can ask you about the interest, you know, like what are you interested in? And they can find something suitable, suitable for you from there, basically. Other than that, having a search feature on is helpful, but not always because sometimes you really don't know what you're searching for. And even though the website is made like there could be a website made for filtering and helping sort putting out stuff, I still can't find really a website that would kind of push you to discover what you want to do, you know?

Speaker1: [00:06:08] All right. Well, that's pretty much all the questions I have. Thank you for taking part in my experiment. The recording. The recording data will only be used for this research and nothing else. Before we end the interview, is there anything else you would like to add?

Speaker2: [00:06:26] No, thank you.

Speaker1: [00:06:27] Thank you very much.

Appendix B 3



User trailing

Stuck in article topic

there is no way to go back to the main article page if topics are selected, causing confusion if user want to go back

morgan

Inconsistant design

The articles with images all look different depending on the topic you are in, they sometimes show have the same aspect ratio and other times they don't

morgan

Too much information in one place

"this on the first page was so hard to read and kind of useless because at that point it would just look like a block of words"
Referring to the list of article at the bottom of the main article page.

morgan

No country filter

morgan

not all information present is relevant to all users.

"This is nice that they're offering stuff to help students from Ukraine, but it's filling the whole page and not really relevant for anyone else"

morgan

No search bar for articles

morgan

No proper way of going back to main article page from article

morgan

The lack of filter makes it uninviting to look for articles

morgan

difficulty finding information in all the infoamtion.

"to find stuff, it was difficult to find the articles themselves because all of them have huge long titles. Half of them have pictures, have, them don't. And they have way too long of like. Like subtitles" Causes confusion and makes it hard to find the wanted information, overwhelming

morgan

Ethnographic interview 1

Mostly uses google for all informaion

morgan

Ethnographic interview 2

They use university website which are not optimized

morgan

Suggesting filtering for locals and non locals

morgan

Mainly uses google

morgan

Ask user what they would like to look into to avoid showing irrelevant information to them

morgan

Page should be structured to avoid having the user get lost

morgan

Filtering for non europeans

"I'd like, you know, to have a feature that would, you know, show the non EU requirements, you know, at least like a filtering for non EU people"

morgan

Filtering by countries

morgan

Having a search feature for those who need it

morgan

Navigation

Issues of StudyPortal

Stuck in article topic

there is no way to go back to the main article page if topics are selected, causing confusion if user want to go back

morgan

No country filter

morgan

No proper way of going back to main article page from article

morgan

No search bar for articles

morgan

The lack of filter makes it uninviting to look for articles

morgan

Suggestions

Filtering by countries

morgan

Suggesting filtering for locals and non locals

morgan

Filtering for non europeans

"I'd like, you know, to have a feature that would, you know, show the non EU requirements, you know, at least like a filtering for non EU people"

morgan

Having a search feature for those who need it

morgan

Relevance

suggestion

not all information present
is relevant to all users.

"This is nice that they're
offering stuff to help
students from Ukraine, but
it's filling the whole page
and not really relevant for
anyone else"

morgan

Ask user what they would
like to look into to avoid
showing irrelevant
information to them

morgan

Inconsistance

Issues

Inconsistant design

The articles with images
all look different
depending on the topic
you are in, they
sometimes show have the
same aspect ratio and
other times they don't

morgan

Too much information in
one place

"this on the first page was
so hard to read and kind
of useless because at that
point it would just look like
a block of words"
Referring to the list of
article at the bottom of
the main article page.

morgan

Confusion

Issues

difficulty finding information in all the infoamtion.

"to find stuff, it was difficult to find the articles themselves because all of them have huge long titles. Half of them have pictures, have, them don't. And they have way too long of like. Like subtitles" Causes confusion and makes it hard to find the wanted information, overwhelming

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Stuck in article topic

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suggestion

Page should be structured to avoid having the user get lost

morgan

Appendix B 4

More Articles

Share House vs Living on Campus in Australia - What's the Better Accommodation during Your Master's?

Study with an Australian College or University in 2022, Get Your Dream Job

The Essential TOEFL Exam Guide for Future International Students

The Pros and Cons of Earning Your Master's Online

Study Abroad in Hungary with Stipendium Hungaricum Scholarship!

How Can I Get into Engineering Management?

What Is a Nanodegree? Should I Study One in 2022?

7 Reasons to Study a STEM Degree in Melbourne, Australia

What Can I Do with a Master's in Marketing?

The CEMS Master in Management - Top Business Studies Abroad

6 Reasons to Study at One of Malaysia's Top Universities

UK Government Confirms New Requirements for Secure English Language Testing for Visa & Immigration Purposes

Study Abroad in St. Petersburg: English-taught Degrees to Get Excited About in 2022

Support Database for Students Displaced by the War in Ukraine

Most Affordable Information Technology Masters from Best Ranked Australian Universities in 2017

How More Women Are Taking STEM Degree Studies in Recent Years

University of Roskilde, Denmark: Study Experience of Phoebe

Affordable Online Courses – Should You Study Microcredentials in 2022?

Welcome to Estonia: International Student Scholarships for Every Dream

Study in Estonia - A Tech-Savvy International Destination Where Digital Nomads Feel at Home