

Roussau Creative

# VTAC MOBILE WEB APP

Planning and Design Specification

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# 1. Executive Summary

VTAC (Victorian Tertiary Admissions Center) serves both an administrative and educational role; one of its core aims is to provide “timely information to assist applicants via its social media networks and website channels” (VTAC LinkedIn c. 2020).

While it has a strong web-based presence, there is an opportunity for a specific mobile web app to be built centering on what steps Year 12 students should take once results are released. This will make accessing relevant information for this time period easier for Year 12 students and introduce an option to view a personalised guide based on their results and how they meet their course ATAR aims.

The app objective is for 30% of unique app visitors in the first 2 months from launch to spend at least 1 minute on a personalised ‘Next Steps’ guide.

It will be targeted at recent Year 12 graduates who plan to go onto further study, and will be built with a focus on the mobile experience.

Content will focus on how to approach the change of preference periods and offers, as well as tips for preparing for tertiary studies and frequently asked questions.

Key features will include navigation (header, footer and breadcrumb), a radio button selection for a personalised 'next steps' guide, accordions for additional information and a contact form.

## 2. Client Overview

### 2.1. Organisation background

VTAC (Victorian Tertiary Admissions Center) was founded in 1966 and is responsible for administering application processes related to Victorian tertiary courses, independent tertiary colleges and TAFEs (VTAC LinkedIn c. 2020).

This involves receiving and forwarding applications and documentation to relevant institutions, including SEAS (Special Entry Access Scheme) and scholarship applications (VTAC 2020). It is not a selection authority, however, and does not decide who receives an offer (VTAC LinkedIn c. 2020).

VTAC is funded through processing fees paid by applicants as well as participating institutions – it is not a government body (VTAC LinkedIn c. 2020).

Other services it provides include the calculation and publishing of ATARs for VCE students, tertiary course information, as well as career information sessions and resources (VTAC 2020).

### 2.2. Current digital presence

VTAC's presence across digital channels was analysed in order to identify strengths and weaknesses of current offerings, and where a gap may be filled by the proposed mobile web app.




		Content Focus	Features	Notes
Main Website		How to apply Special consideration (SEAS) Results, offers & enrolment Scholarships Courses & qualifications Credit transfer & pathways	VTAC account sign in/up Demo account walkthroughs Course search Prerequisite explorer PDF 'how-to' guides and fact sheets	-
Careers Hub		Events & resources Choosing VCE/VET subjects Career planning Post-school options Work experience Resources for parents	Career consultation booking Year level specific guides Work opportunities list Career targets tool Career destination survey Message board	Differs to main website in its provision of career and employment-specific guides, as well as advice for parents
iOS App		VCE/VCAL award confirmation Subject study score and ATAR results	ATAR & results summary FAQs	1.8/5 rating (Apple App Store) Free to download Compatible with iPhone, iPad and iPhone touch (iOS 11.0 or later)

Figure 1 - VTAC Website &amp; App Analysis





		Handle	Followers	Content Focus	Notes
Social Media		@vtacguide	23,331	Key dates reminders Short fact 'bites' & guides Links to videos and articles	Strong engagement with questions
		@vtacguide	2,027	Key dates reminders Short fact 'bites' & guides Links to videos and articles	-
		vtacmedia	377	How-to guides Key processes & terms explanations	Videos are 1- 3 minutes long on average
		-	366	Company profile	-

Figure 2 - VTAC Social Media Channel Analysis

## 3. App Outline

### 3.1. Purpose

The purpose of this app is to provide Year 12 graduates planning to study in Victoria with information about next steps to take once VCE Results are released.

While VTAC's current digital channels have a wide variety of information, this can also present challenges with finding the guides that are relevant and receiving more targeted information.

Thus, this app will seek to present both a general set of guides and an option for a personalised 'next steps' guide depending on ATAR results achieved and how they fit into students' course ATAR aims (see section 3.3. for details).

### 3.2. Objective

App objective: For 30% of unique app visitors in the first 2 months from launch to spend at least 1 minute on a personalised 'Next Steps' guide.

As the personalised guides form a key focus of the app, this objective will measure user engagement with the content and receptiveness to such content tailored to their circumstances.

## 3.3. Core features and functionality

### 3.3.1. Content requirements

The focus of the app is the journey forward after VCE Results are released, with content to be developed surrounding:

- how to approach changing course preferences
- researching course pathways – this will also include a diagram about a sample pathway after high school
- responding to offers – this will include information tailored to how the student feels about the offer
- key dates for preference changes, offer rounds and changes to permissions
- VTAC contact information, including their phone number and email address
- Post-Results & ATAR Service times and access methods

### 3.3.2. Functional requirements

Navigation:

1. Header including navigation links to key pages and a logo
  - the logo has two functions: a) letting users know which site they are on, and b) providing a path back to the home page
  - on mobile view – where there is less screen space available and often more scrolling – the navigation will take the form of a sticky hamburger button that stays fixed as the user scrolls, making it accessible at any point
2. Breadcrumb navigation including the current page the user is visiting and its parent pages with links
  - this ensures users are always aware of where they are in the web app and can retrace their steps to previous pages

3. 'Find out more' section at the bottom of content pages, with links to other pages that can provide them with more relevant information

4. Back-to-top button and footer with copyright information

- the back-to-top button will allow users, especially those on mobile devices, to quickly jump to the top of the page without needing to scroll

Contact:

1. Contact form with fields for information such as the user's name, email and message, as well as a button for form submission

Other:

1. Accordions which will expand to reveal textual information

- these will aid in reducing the amount of scrolling required to accomplish a task and allow users to read that information which is relevant to them

2. Radio buttons mapped to each personalised guide

- these will allow users to be taken to a particular page depending on which option they select

3. Text elements (headings, paragraphs, lists, fact boxes)

- the inclusion of a variety of text elements will aid in separating and defining different areas of content

4. Images

- images will aid in user engagement and visual medium which can add to the experience, making the content more readable and interesting

5. Call to action buttons

- these will provide users with a path to key actions and pages that which will help them to complete their goals



### 3.4. Target Audience

The web app's target audience is Victorian Year 12 students who have recently graduated and are planning to go onto further studies, whether in TAFE or university.

In order to represent the target audience visually, a persona was created (see below) – this is an imaginary character which represents a group of users that will use the site and helps to create a clear outline of their needs, concerns, behaviours and motivations (Dam & Teo 2020; Babich 2017).



Figure 3 - Target Audience Persona

### 3.5. Alignment to user needs

The app primarily serves an informational need for how to approach changing preferences and what to expect from offer rounds.

It also plays a role in satisfying a need for support - choosing a path after high school is an important decision and is faced with many pressures and doubts, especially for students who do not achieve results needed for their preferred courses. By providing a personalised 'next steps' guide, a focused path is provided for students to follow.

The flow chart below illustrates the focus of the app (in green) as part of the overall user journey (in green and blue).

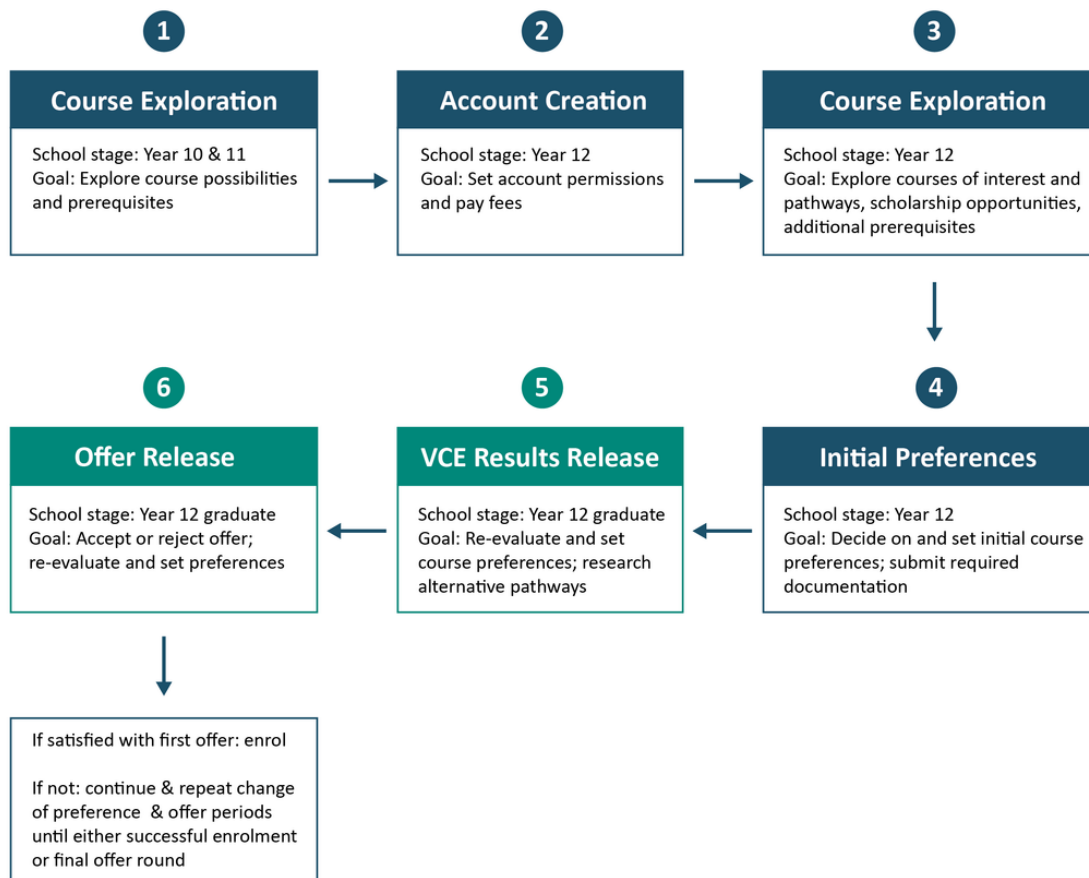


Figure 4 - User Journey

### 3.6. Best practice analysis

In order to evaluate current web app practices, a product audit was conducted. This compared the attributes and features of VTAC's primary website (vtac.edu.au) with those of three other states' tertiary admissions centres: SATAC, QTAC and UAC.

Key takeaway lessons were:

- 1. A back-to-top button would provide a seamless experience for the user by allowing them to jump back to the top of a page without lengthy scrolling
- 2. Breadcrumbs would provide an additional area of navigation so that users are always aware of which page they are on and have a path to the home page
- 3. Accordions would allow lengthy sections of information to be compressed so that users may choose to read only what is relevant to them

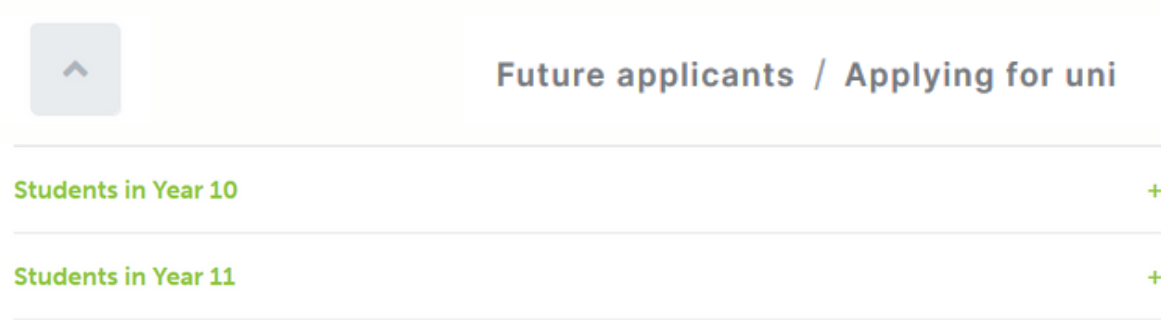


Figure 5 - Back-to-top button (QTAC), Breadcrumb (QTAC) and Accordion (SATAC) (from left, to right, to bottom)

- 4. Videos and more images would contribute to a more engaging experience and the expression of concepts and facts in different forms
- 5. 'Quick links' and 'learn more' links would provide an easy path for the user to find more related information without searching through the navigation menu



Figure 6 - Video (UAC)



Figure 7 - 'Learn more' links (UAC)

To see the full product audit table, view Appendix 1 (p. 16).

# 4. Project Timeline

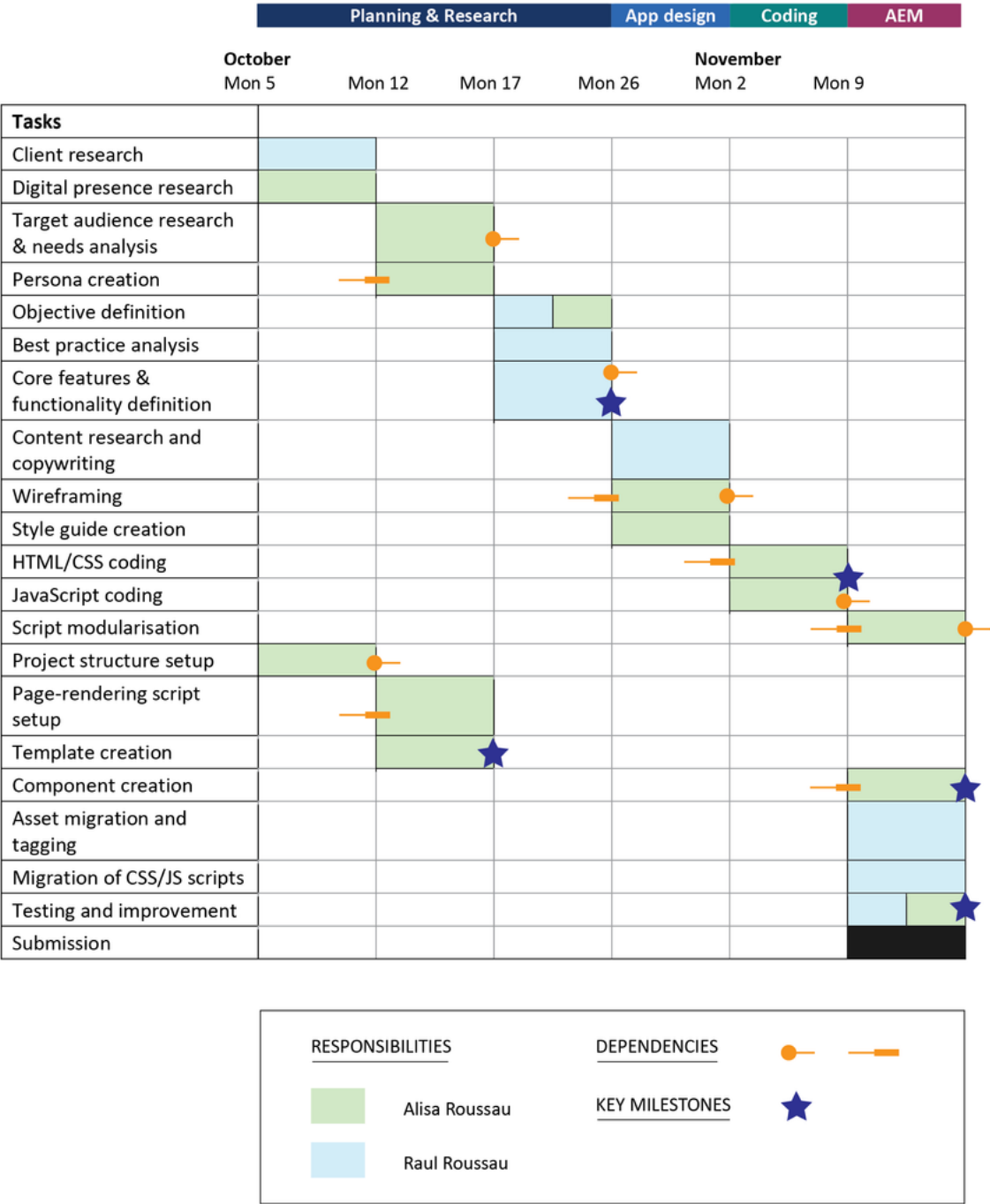


Table 1 - Project Timeline

# 5. App Design

## 5.1. Wireframes

Wireframes of the home page and a sample content page were created in order to visually illustrate the app design and features. These were produced across mobile, tablet and desktop views to account for its access across multiple devices, despite being built with a mobile focus.

A sample of the home page and content page wireframes is shown below:

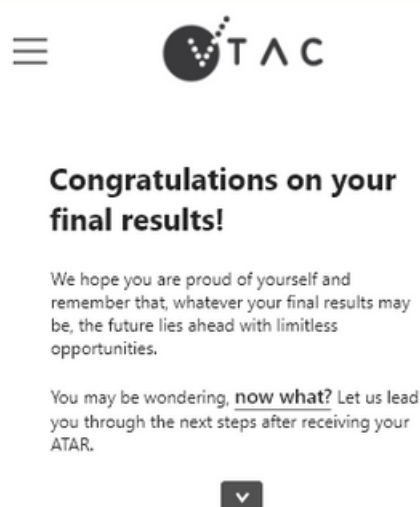


Figure 8 - Home page (mobile) wireframe

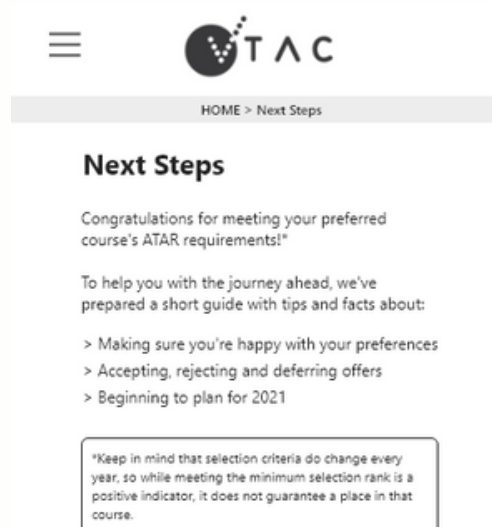


Figure 9 - Content page (mobile) wireframe

For full wireframe designs, see Appendix 2 (p. 18).

## 5.2. Style Guide

The following style guide was created to enforce a consistent design across the mobile app, covering typography, the colour scheme, link styles and icons:

### TYPOGRAPHY

Font: Helvetica Neue    Colour: #030303

**Heading 1**    <h1></h1>

**Heading 2**    <h2></h2>

**Heading 3**    <h3></h3>

This is a sample sentence. The quick brown fox jumps over the lazy dog.

### LINK STYLES

This is a link    HTML: a    Colour: #030303

This is a link on hover    HTML: a:hover, a:active    Colour: #030303

### LOGO & ICONS



VTAC Logo



Site Icon



Hamburger icon

### COLOUR PALETTE









-  Colour: #030303  
Use: Text elements on light background
-  Colour: #fff  
Use: Text elements on dark background; primary body section background
-  Colour: #c2f0eb  
Use: Secondary body section background
-  Colour: #476a7f  
Use: VTAC logo; header background
-  Colour: #34495e  
Use: Header link on-hover background; footer background
-  Colour: #edf3f8  
Use: Breadcrumb background
-  Colour: #009095  
Use: On-hover link; to-content-start and back-to-top buttons
-  Colour: #ffcb90  
Use: CTA and submit button background

Figure 10 - App style guide

## 6. References

Babich, N 2017, *Putting Personas to Work in UX Design: What They Are and Why They're Important*, Adobe Blog, viewed 14 October 2020, <<https://theblog.adobe.com/putting-personas-to-work-in-ux-design-what-they-are-and-why-theyre-important/>>

Dam, RF & Teo, Y 2020, *Personas – A Simple Introduction*, Interaction Design Foundation, viewed 14 October 2020, <<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>>

VTAC 2020, *About VTAC*, VTAC, viewed 6 October 2020, <<https://www.vtac.edu.au/about.html>>

VTAC LinkedIn c. 2020, *Victorian Tertiary Admissions Centre (VTAC)*, LinkedIn, viewed 6 October 2020, <<https://www.linkedin.com/company/victorian-tertiary-admissions-centre-vtac->>



# 7. Appendices

## 7.1. Full Product Audit Table

The full product audit table is shown below:

Priority	vtac.edu.au	satac.edu.au	qtac.edu.au	uac.edu.au
Hi = High; Me = Medium; Lo = Low				
Function/Feature				
Navigation				
Quick links	Hi	Yes	Yes	Yes
Header & footer	Hi	Yes	Yes	Yes
Sticky top navigation	Me	No	Yes	No
Side navigation (long articles)	Me	Yes	No	No
'Learn more'/'related' links	Hi	No	No	Yes
Search bar	Me	Yes	Yes	Yes
Logo	Hi	Yes	Yes	Yes
Key Information				
Key dates summary box	Hi	Yes	Yes	Yes
Banner with important updates	Me	Yes	Yes	No
PDFs with planning documents/reports	Lo	Yes	Yes	Yes
Annotated diagrams and graphics	Me	No	Yes	No
Comparison tables	Me	Yes	Yes	No

Key Actions				
Login page	Me	Yes	Yes	Yes
Registration page	Lo	Yes	Yes	Yes
Contact & Help				
Social media icons	Me	Yes	Yes	Yes
Contact form	Hi	Yes	Yes	Yes
Address, phone & email	Hi	Yes	Yes	Yes
FAQs	Hi	Yes	Yes	Yes
Additional Features*				
News summary	Me	Yes	Yes	No
Back to top button	Hi	Yes	Yes	Yes
Accordions	Hi	Yes	Yes	Yes
Colour coding by applicant group	Lo	No	Yes	No
Breadcrumbs	Hi	Yes	Yes	Yes
Animated navigation links	Lo	No	Yes	Yes
Image-based links	Me	No	Yes	Yes
News carousel	Lo	No	Yes	No
Partner institutions carousel	Lo	No	Yes	No
Videos	Me	No	Yes	Yes

\*These additional features are not present on VTAC's website

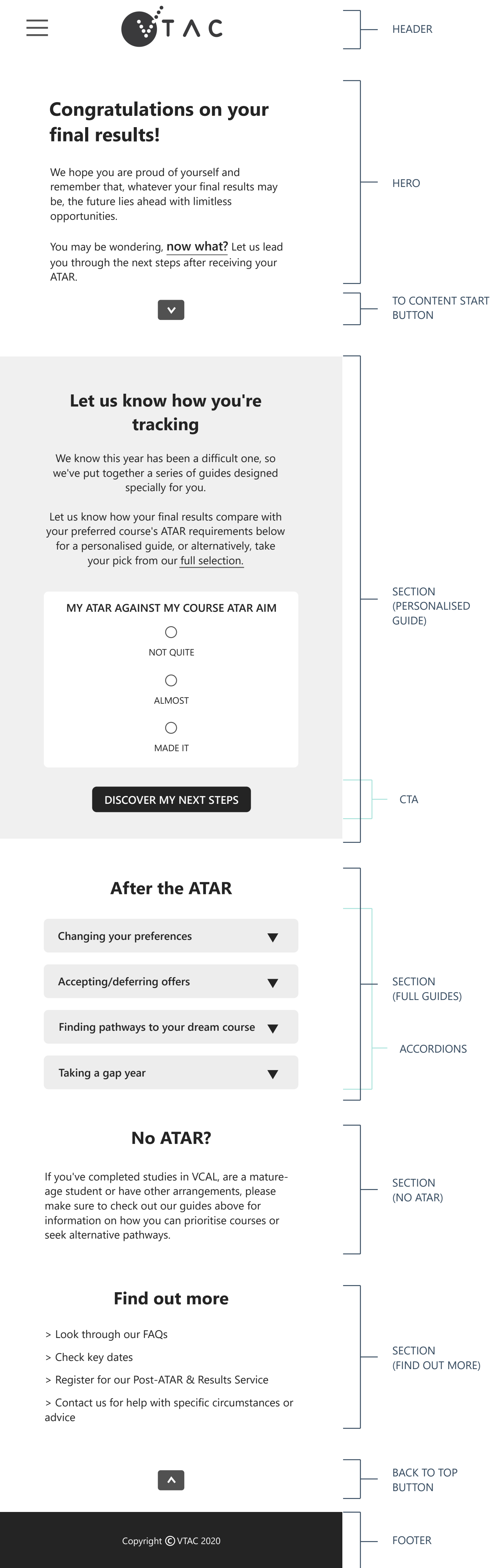
Table 2 - Product audit table

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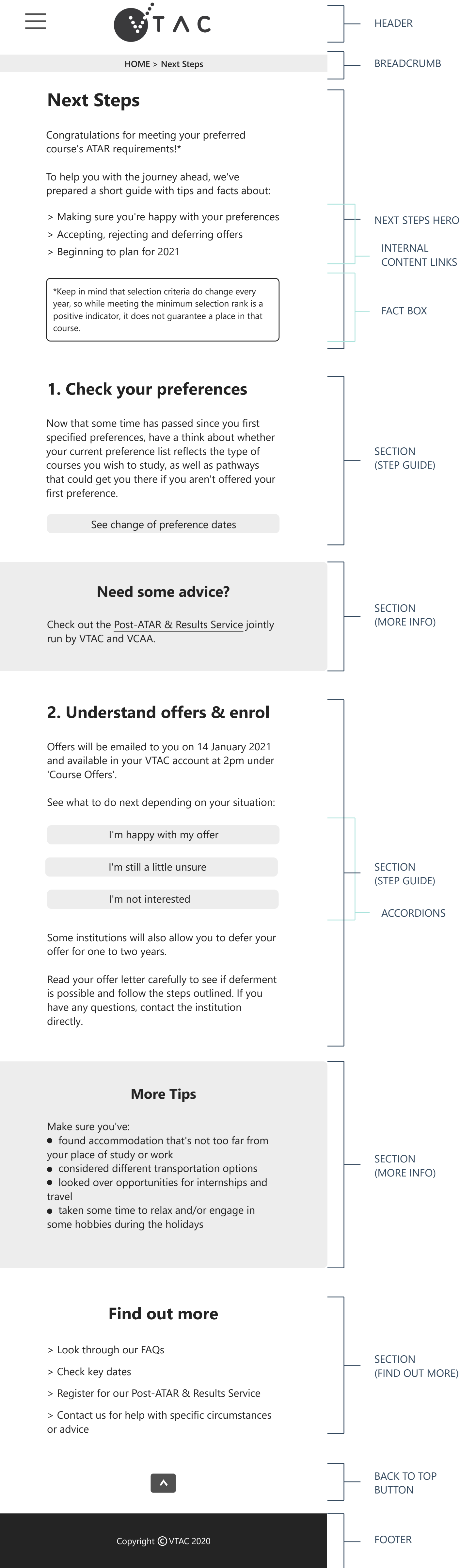
## 7.2. Full Wireframes

Wireframes for the home page and content page across mobile, tablet and desktop views are attached on the following pages.

# HOMEPAGE MOBILE WIREFRAME



# CONTENTPAGE MOBILE WIREFRAME





## Congratulations on your final results!

We hope you are proud of yourself and remember that, whatever your final results may be, the future lies ahead with limitless opportunities.

You may be wondering, now what? Let us lead you through the next steps after receiving your ATAR.



## Let us know how you're tracking

We know this year has been a difficult one, so we've put together a series of guides designed specially for you.

Let us know how your final results compare with your preferred course's ATAR requirements below for a personalised guide, or alternatively, take your pick from our full selection.

### MY ATAR AGAINST MY COURSE ATAR AIM



NOT QUITE



ALMOST



MADE IT

DISCOVER MY NEXT STEPS

## After the ATAR

Changing your preferences



Accepting/deferring offers



Finding pathways to your dream course



Taking a gap year



## No ATAR?

If you've completed studies in VCAL, are a mature-age student or have other arrangements, please make sure to check out our guides above for information on how you can prioritise courses or seek alternative pathways.

## Find out more

- > Look through our FAQs
- > Check key dates
- > Register for our Post-ATAR & Results Service
- > Contact us for help with specific circumstances or advice





HOME > Next Steps

## Next Steps

Congratulations for meeting your preferred course's ATAR requirements!\*

To help you with the journey ahead, we've prepared a short guide with tips and facts about:

- > Making sure you're happy with your preferences
- > Accepting, rejecting and deferring offers
- > Beginning to plan for 2021

\*Keep in mind that selection criteria do change every year, so while meeting the minimum selection rank is a positive indicator, it does not guarantee a place in that course.

## 1. Check your preferences

Now that some time has passed since you first specified preferences, have a think about whether your current preference list reflects the type of courses you wish to study, as well as pathways that could get you there if you aren't offered your first preference.

See change of preference dates



### Need some advice?

Check out the [Post-ATAR & Results Service](#) jointly run by VTAC and VCAA.

## 2. Understand offers & enrol

Offers will be emailed to you on 14 January 2021 and available in your VTAC account at 2pm under 'Course Offers'.

See what to do next depending on your situation:

I'm happy with my offer



I'm still a little unsure



I'm not interested



Some institutions will also allow you to defer your offer for one to two years.

Read your offer letter carefully to see if deferment is possible and follow the steps outlined. If you have any questions, contact the institution directly.

### More Tips

Make sure you've:

- found accommodation that's not too far from your place of study or work
- considered different transportation options
- looked over opportunities for internships and travel
- taken some time to relax and/or engage in some hobbies during

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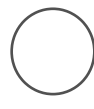


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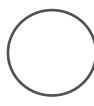
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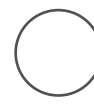
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**END OF REPORT**