

Survey questions and results

1. What is your age group? (0 point)

[More details](#)

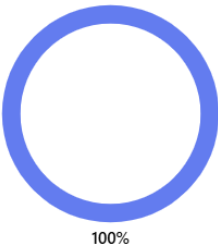
Under 18	0
18-24	7
25-34	0
35-44	0
45+	0



2. What is your current status? (0 point)

[More details](#)

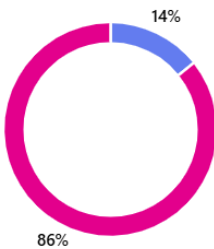
Student	7
Employed	0
Freelancer	0
Looking for work	0
Other	0



3. What is your highest level of education? (0 point)

[More details](#)

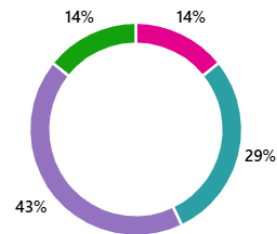
Secondary school	1
Post-secondary diploma	6
University degree	0
Other	0



4. How often do you visit educational websites (e.g., college or university sites)? (0 point)

[More details](#)

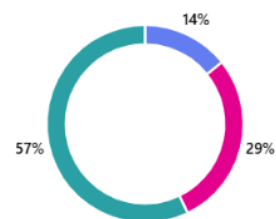
Daily	0
Weekly	1
Occasionally	2
Rarely	3
Never	1



5. What device do you use most often to browse the web? (0 point)

[More details](#)

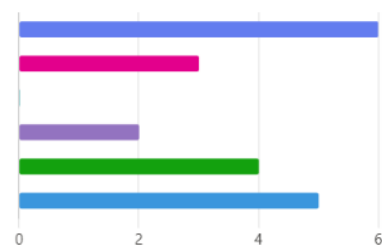
Tablet	1
Laptop	2
Desktop	4



6. What are the top 3 things you look for on an educational website? (select up to 3) (0 point)

[More details](#)

Course information	6
Contact details	3
Events	0
Campus photos/ videos	2
News/ Updates	4
Student resources	5



7. What frustrates you most on college websites? (0 point)

[More details](#)

7
Responses

Latest Responses

"It's not fun to you and seems pretty complicated like everything is jam pack... "
"- Navigation: sometimes college websites have very complex menus and mi... "
"Lack of organization"
...

Answers of question 7

1	anonymous	I don't use collage websites
2	anonymous	It is very difficult to navigate through, even after you search. there are more pictures with useless information than bigger buttons to help to go to wherever you want.
3	anonymous	The layout is frustrating, poor navigation and gaint paragraphs.
4	anonymous	They are boring
5	anonymous	Lack of organization
6	anonymous	- Navigation: sometimes college websites have very complex menus and might require a few clicks to get to where you need. - Broken links: attempting to access important information but end up in a "404 page not found" page instead. - Poor Design: the design can be so boring that I would get tired of trying to find what I really need.
7	anonymous	It's not fun to you and seems pretty complicated like everything is jam packed in a categorgy instead of spaced out in an organised way

8. What features or sections would you like to see improved on the MCAST website? (0 point)

[More details](#)

7
Responses

Latest Responses

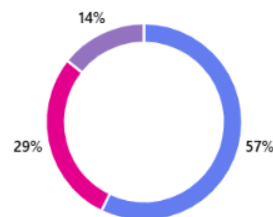
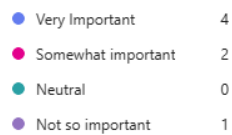
"Updated information"
"- The "increase text" accessibility tool working throughout the whole websit... "
"The menu"
...

Answers of question 8

1	anonymous	I don't use the mcast website
2	anonymous	Information regarding courses and events that are both easy to understand and visually appealing.
3	anonymous	A proper layout and a better navigation system.
4	anonymous	Cleaner and more appealing look
5	anonymous	The menu
6	anonymous	- The "increase text" accessibility tool working throughout the whole website including the menu - A simplified menu - Communication: live chat/chatbot, departmental contact details with office hours.
7	anonymous	Updated information

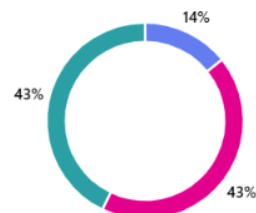
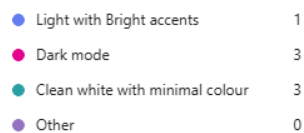
9. How important is the visual design of a website to you? (0 point)

[More details](#)



10. Which of these colour schemes do you prefer for a college website? (0 point)

[More details](#)



11. If you picked other in the previous question please write your recommendation here. (0 point)

[More details](#)

1
Responses

Latest Responses
"N/A"

12. Do you have any accessibility preferences or requirements? (e.g. text size, contrast) (0 point)

[More details](#)

5

Responses

Latest Responses

"n/a"

"Yes, I prefer larger text, dark mode, and a simple layout"

...

Answers of question 12

1	anonymous	Mainly better layout.
2	anonymous	Text size minimum 10px or else too small for desktop. Simple and readable sans-serif font like Roboto.
3	anonymous	No
4	anonymous	Yes, I prefer larger text, dark mode, and a simple layout
5	anonymous	n/a

Explanation for CV

This user persona was established on the basis of facts obtained when a few people were surveyed. The most frequent answers revealed that users are full-time students aged between 18 and 20 and use desktops or laptops have a look at the education websites mostly. Some major priorities were the fast access to the course information, student resources and the campus news. The participants complained about slow websites and cluttered layouts, whilst showing tolerance to minimum designs like clean white or the dark mode. Such results influenced the persona of Silvia Gatt who assisted in making design decisions like clarity in the layout, experienced navigation, and visual style that is not too complicated but has great graphic qualities.

Persona CV

(next page)



Student


Silvia Gatt

About Me

- **Age:** 18
- **Locality:** Malta
- **Status:** Full-time MCAST student
- **Device:** Laptop, desktop computer

A student who is passionate, full of ambitions, and needs fast, clean and workstation-friendly access to course materials, student services and news/updates. I particularly like crisp designs and ease of navigations, and have a keen interest in graphic design.


Education

 Advanced Diploma in Digital Design (Ongoing)

 MCAST, Institute for the Creative Arts

Contact Info

 +356 1234 5678

 silviagatt123@gmail.com

 123 Anywhere St., Any City

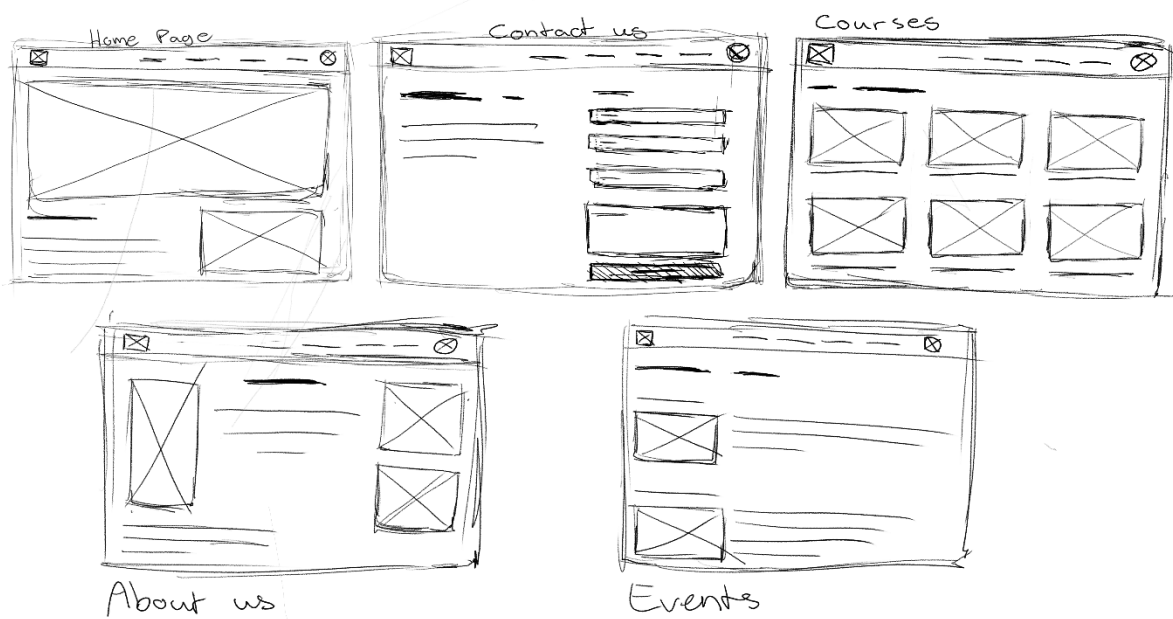
Skill & preferences

- ◆ Navigate websites, primarily desktop
- ◆ Prefer minimalist colour schemes
- ◆ Frustrated by slow pages & hard to find links
- ◆ Value updated course info, & student resources

Goals

- ◆ Stay informed about courses and event
- ◆ Easily find course information
- ◆ Quickly find resources and student support

Wireframes



Style Guide

Colours & Gradients



Hover/ Active

Normal

Normal

Normal

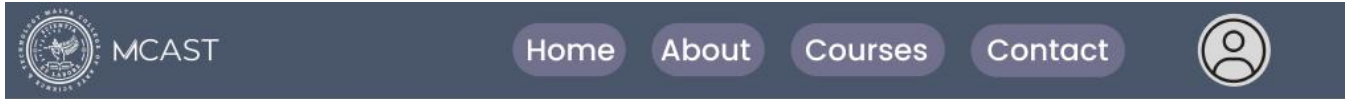


Image Style - rounded corners

Padding - Between 15px - 30px

font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;

Mockup



History of MCAST

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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