

2022

Group, Infinity Map



Group mammals

1. Affinity mapping table (Minuses):

Minuses	Prioritization:
There is not enough relevant information like: <ul style="list-style-type: none">• Lack of detailed description of curriculum (what is taught, how it is taught, what relevant skills will the student acquire etc.)• Lack of information on how average scheduled looks like.• Lack of information how average class looks like.• Lack of information about coding.	High
Information architecture is chaotic and a lot of information is intuitively found	High
Too many information at once make the website hard to read. Chaotic layout	High
Navigation bar is chaotic	High

1.1. Conclusion

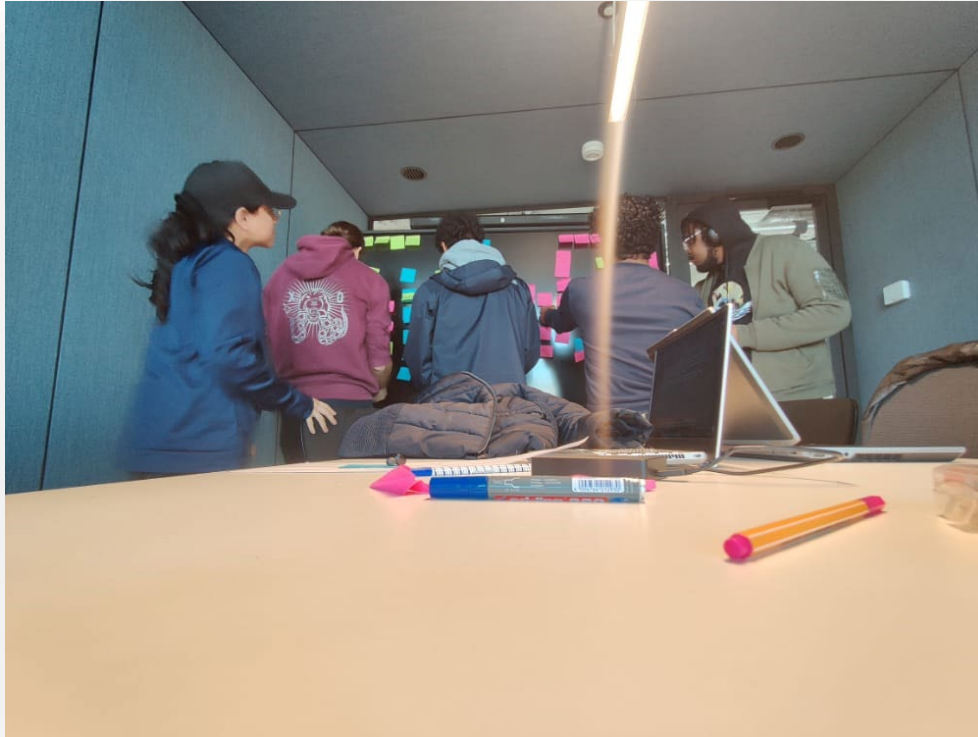
Concluding from the minus table research group gathered mostly information about the information architecture of the Fontys website. The most important point that affinity mapping pointed out is that there is a lack of detailed description of many relevant aspects that future students would like to know more about, for example, a detailed description of the curriculum which would give them more insight about what will be learned on the course and if it what they expect from this course. Another point is the structure which

2. Affinity mapping table (Pluses/Relevant information):

Pluses/Relevant information	Prioritization:
English thought classes	High
Eindhoven has a big airport with a lot of each flights to many destinations	High
Internship / good preparation for the internship / good connections with the companies	High
They choose Media design for freedom of creativity	High
Choose Fontys because of advisor/ family member	
Course based feels more structured	
Practical approach to the learning process	
Easy to find job with high salary	

2.1. Possible division

- Ideas for information that should be added to the website
- Location
- Possibilities to develop



Paula Salazar

Personal opinion: When we read the interviews we had acquired, we looked for significant information that might be useful in our quest to gather more significant data, but at the end of our infinity map, nearly all the interviews had the same points, which were to enhance the Fontys website for prospective students.