

Task 2: Audience Research & Design Plan

Target Audience Research

Survey Link: [Google Docs](#)

Survey Results: Next Page.

<i>How old are you?</i>	<i>What is your occupation? (student, teacher, etc.)</i>	<i>On which devices do you normally browse websites?</i>	<i>Have you ever visited the MCAST website?</i>	<i>Do you find it difficult to navigate through the MCAST website?</i>	<i>Was it ever slow or encounter a broken feature while browsing?</i>	<i>Was the landing page's purpose easy to understand?</i>	<i>Was the information on the Contact-Us page easy to understand?</i>	<i>Was the content clear on the Institutes page, and was it easy to understand?</i>
17	Student	Laptop / Computer;Mobile;Tablet	Never	N/A	N/A	3	3	3
18	Student	Laptop / Computer	Yes	Yes	Maybe	3	5	4
17	Student	Laptop / Computer;Mobile	Yes	Yes	Yes	2	3	1
18	Student	Laptop / Computer;Mobile	Yes	Yes	Maybe	5	3	4
19	Student	Laptop / Computer	Yes	Yes	No	2	1	2
18	Student	Laptop / Computer	Yes	No	Maybe	4	3	4
17	Student	Laptop / Computer;Mobile	Yes	No	Maybe	4	5	4
18	Student	Laptop / Computer	Yes	Yes	No	3	2	1
20	Student and waitress	Laptop / Computer;Mobile	Yes	Yes	Yes	3	3	3
17	student	Mobile	Yes	N/A	N/A	3	3	3
19	student	Laptop / Computer;Mobile	Yes	No	Maybe	2	3	4

<i>Was the content on the student's info page understandable, and did it include student-related information?</i>	<i>Was the content of the News page understandable?</i>	<i>What suggestions could you give to improve the previously mentioned pages?</i>
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4	3	Include more visual assistance such as photos
3	4	A better design and structure overall.
2	2	Page navigation should be way clearer and easier to understand and use.
2	5	Students info: Add pictures to the page to make it look more aesthetically pleasing.
		News page: Maybe add a caption to the articles instead of the first few words (on top of the "read more" before you press on an article) to give sort
2	2	Make it better, more accurate descriptions, and everything is too close together. Also navigation of the prospectus is VERY bad and should be improved
2	3	I think the page would look better if it had some visuals, like icons or images. It would make it more interesting and easier to read.
5	4	I wouldn't change anything
2	3	News layout was very repetitive Institutes page was very vague and boring maybe some information and imagery Students info page had a lot of negative space
3	3	User navigation
3	3	N/A
2	1	N/A

User Persona:

Section 3



Emily Vella

Help make the MCAST website easier to use and to navigate

Personal Background

Age: 18
Education: Diploma Level

Professional Background

Occupation: full time student

Environment

Location: MCAST Paola
Devices: Laptop/ Computer

Psycho-graphic

She experiences difficulty navigating the website due to the poor structure and organization of the website, specifically on the prospectus section. The news page was very repetitive; it had its limitations in article layouts and display. The institute's pages lacked a sense of depth and clarity. The content on the website was very vague and bland for her. Additionally, the students' info page contained excessive negative space, which gave the website an empty appearance. Across multiple website pages, she wishes to enhance the website's visuals by adding images and icons, which would improve overall readability and experience.

Scenario

Shes easily overwhelmed by the cluttered pages of the website, She would appreciate visual aid and caption on the student info page. She also gets frustrated and confused by the navigation

End Goal

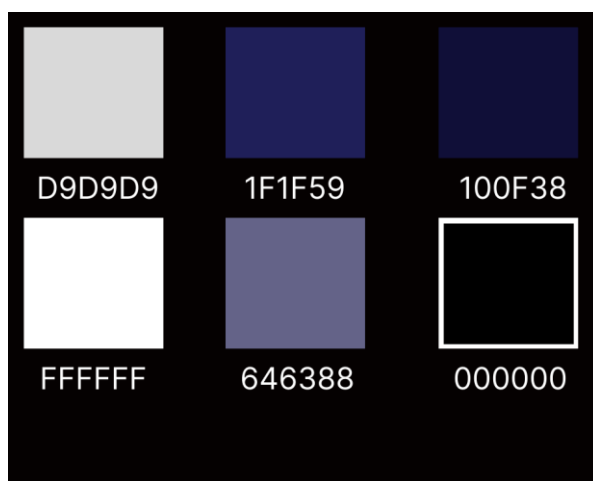
Enhance user usability by focusing on navigation, layout of content, and accessibility. Improve in visual engagement by using more imagery, icons, and including a balance in page designs in the student info page and many others. Eliminating vague descriptions, weak layouts, and repetitive structures.

100 Word Essay

Drawing from the information gathered in my survey, I developed a user persona. The most common age of users visiting the website is 18, with all respondents being students who typically access the site via their laptops or computers. Many participants reported challenges with navigation, which I include this information in the persona. I noted that she experiences difficulty navigating the site and finds the content to be unclear and poorly worded. Furthermore, I incorporated final feedback highlighting the need for more visuals and icons in the design of the new website to improve the overall user experience.

Design Plan

Colour Palette



Typefaces

Arial

Spacing Rules

For my website, I used standard line-height to make paragraphs readable for the user.

Visual Language

Before or beside every paragraph, I had implemented Images to help readers understand or have a visual idea of what they are reading.

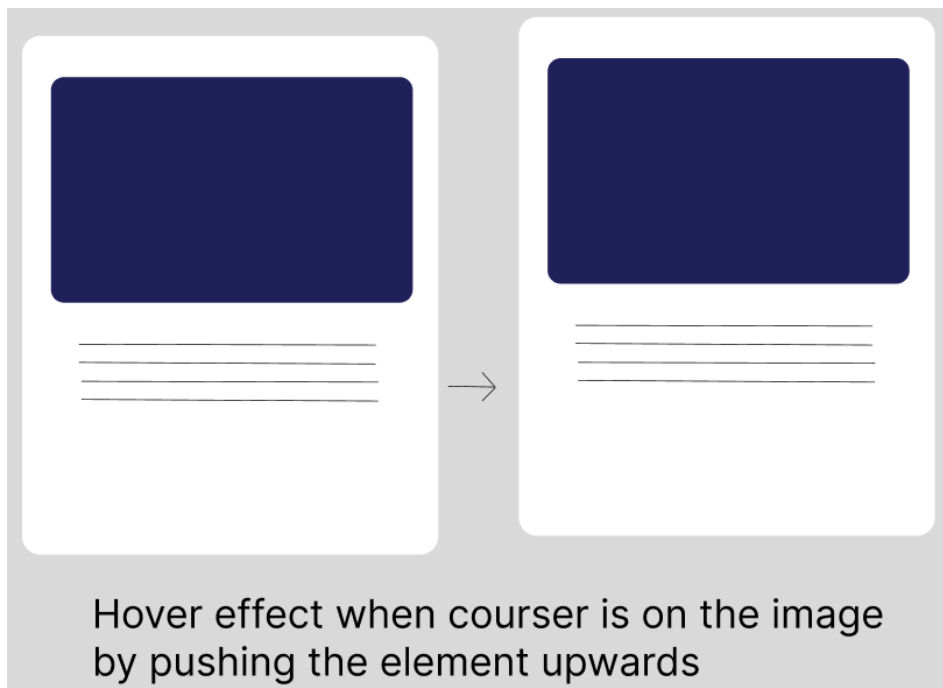
Button and link styles



When buttons are hovered over or clicked



When buttons are hovered over or clicked



Mock-up

Landing Page

Search

Mcast logo

Staff Intra

Services

About

Students Online System

Student's Info Page

Carousel - News / Articles

Carousel Buttons

Mcast News/ Events History

Photo

Banner

Photo

Photo

Photo

f

X

in

Institute Details

Contact Us Details

News Details

Institutes

Search

Mcast logo

Staff Intra

Services

About

Students Online System

Student's Info Page

Photo

Photo

Photo

Photo

Photo

Photo

Photo

Photo

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Institute Details

Contact Us Details

News Details

Contact Us

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News

Search

Mcast logo

Staff Intra

Services

About

Students Online System

Student's Info Page

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Institute Details

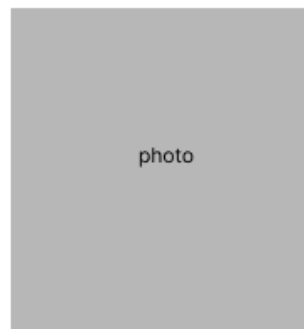
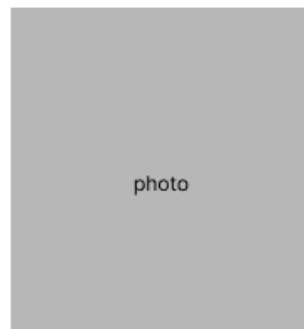
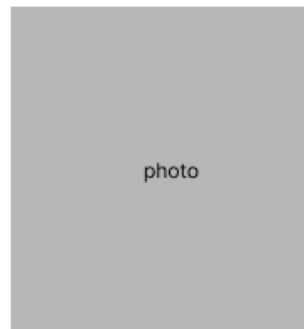
Contact Us Details

News Details

Student Info

Mcast logo

[Staff Intra](#) [Services](#) [About](#) [Students Online System](#) [Student's Info Page](#)



[Institute Details](#) [Contact Us Details](#) [News Details](#)