



# Manchester

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An International Student Guide on Manchester. A website to show international students what Manchester is like, showcasing the types of transport the city has, the types of cuisines, museums and shopping centres surrounding the city centre.

## Summary

### Our idea

Our aim was to build a functional and easy to navigate website guide on Manchester for international students studying in Manchester. We decided to showcase a variety of cuisines within the city, as well as showcase the top museums, galleries, shopping centres, nightclubs and the types of transport on offer in the city. The main purpose of this site is to help international students get a feel for what Manchester is like and to help them get comfortable in the city centre.

### How we gathered data

To gather the information we would showcase on our site, we decided to create an online questionnaire using survey monkey and then send out the survey to as many international students as possible that studied at MMU. We found this to be a very quick and easy

## Methods

### Questionnaire

We created our survey using [Survey Monkey](#) and were able to get 15 international students to complete the survey.

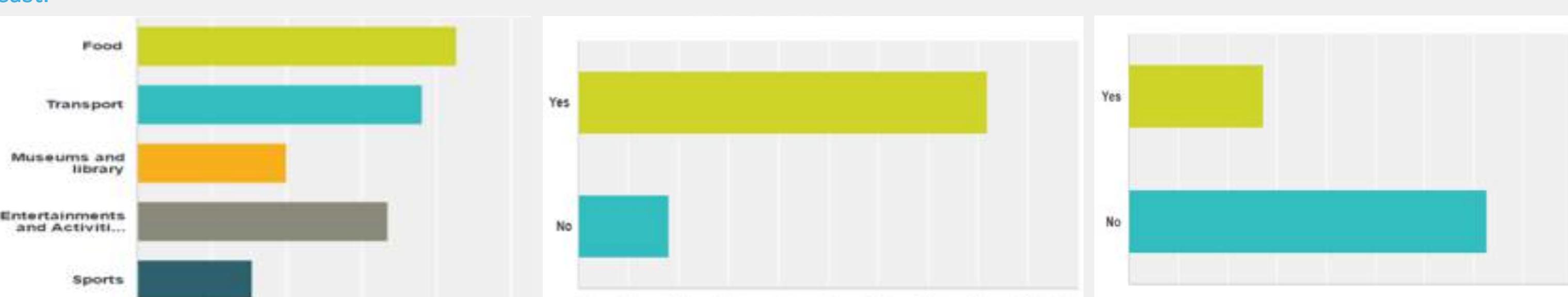
Although not many students completed the survey, we were able to acquire some sufficient data to help us in developing the website.

### Usability Testing

We also performed a [Usability Test](#) and used the [Guerrilla Testing](#) method in order to test our site in the development stage to test the functionality of our website and to see if there were any changes we needed to make.

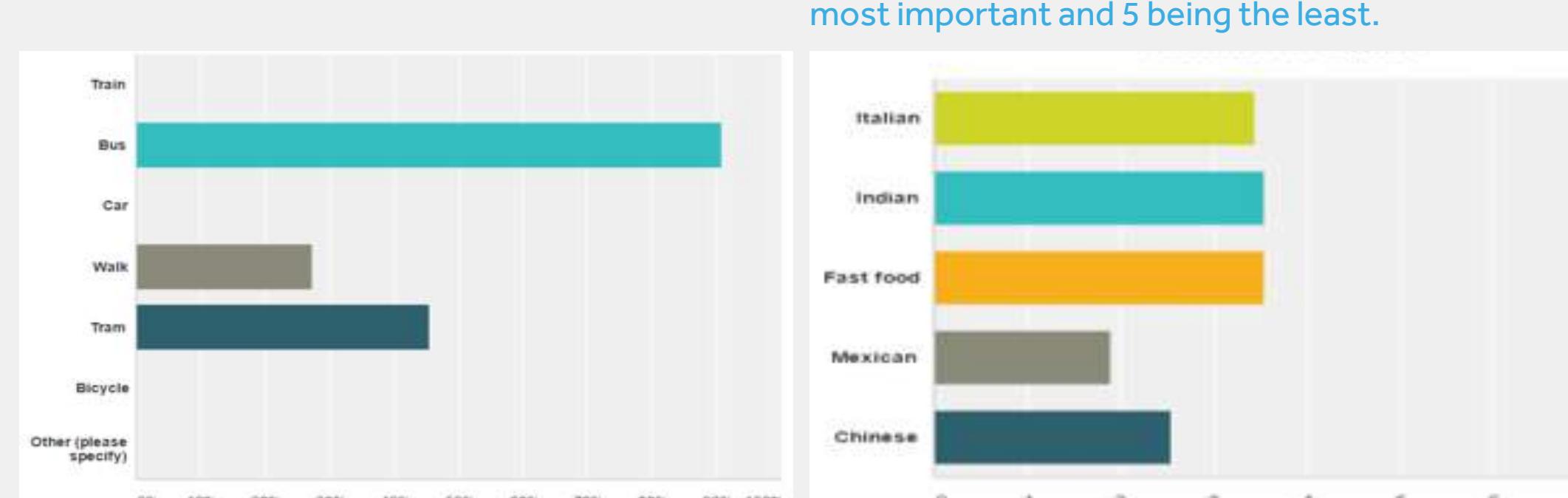
## Results

Please rate the following in order of importance to you. If you had the option to change the language of the site, would you like to see on the website? 1 being the most important and 5 being the least?



From this we were able to gather what type of categories to talk about on our site. With food being the most popular we decided to showcase this category more on the homepage of the site.

What transport do you use on a daily basis in Manchester?



We found that most international students used the Bus services to travel round Manchester. We decided to use Buses, Trams and Taxis on our website as further research indicated international students used Trams and Taxis as well to travel in the city.

We found that there wasn't any particular preference of cuisine, so we decided to showcase all the types of cuisines, from the chart above, onto our website.

## Conclusion

From our questionnaire we realised the categories that we should focus on were Food, Transport, Museums/Galleries, Shopping and Nightlife. We also found that many of the international students were happy with the categories we provided them and didn't have any other particular categories they wanted us to showcase on the website.

However, we did find implementing a function to change the language of the site to complex and out of budget. If we were to do something similar next time we would create a budget for this type of functionality.

We identified that each restaurant, museum and night club we showcase on the site should be provided with address details, reviews and contact information to provide the students with as much detailed information as possible about each facility.

We realised that our questionnaire could have been better than what we created, however, we were able to gather enough data to help us develop the website.

Final Product - [www.lovemanchester.info](http://www.lovemanchester.info)

