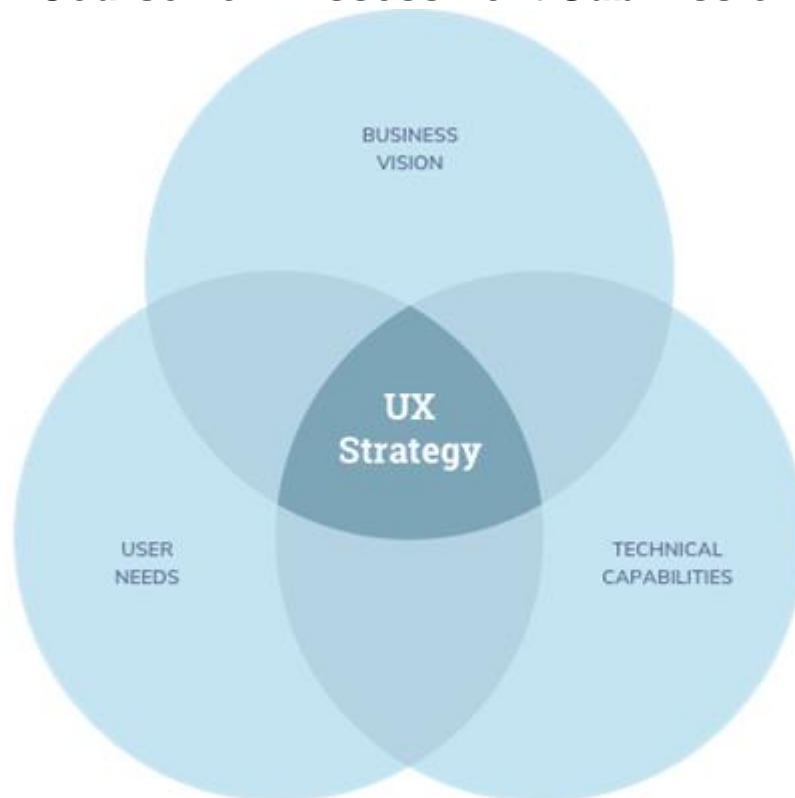


## Solent University Coursework Assessment Submission



### UX Strategy

**Module Name:** UX Strategies  
**Module Code:** QH0639  
**Module Leader:** Dr Anthony Basiel  
**Assessment Submission Date:** 29-09-2023  
**Student Number:** 10117835

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## Introduction

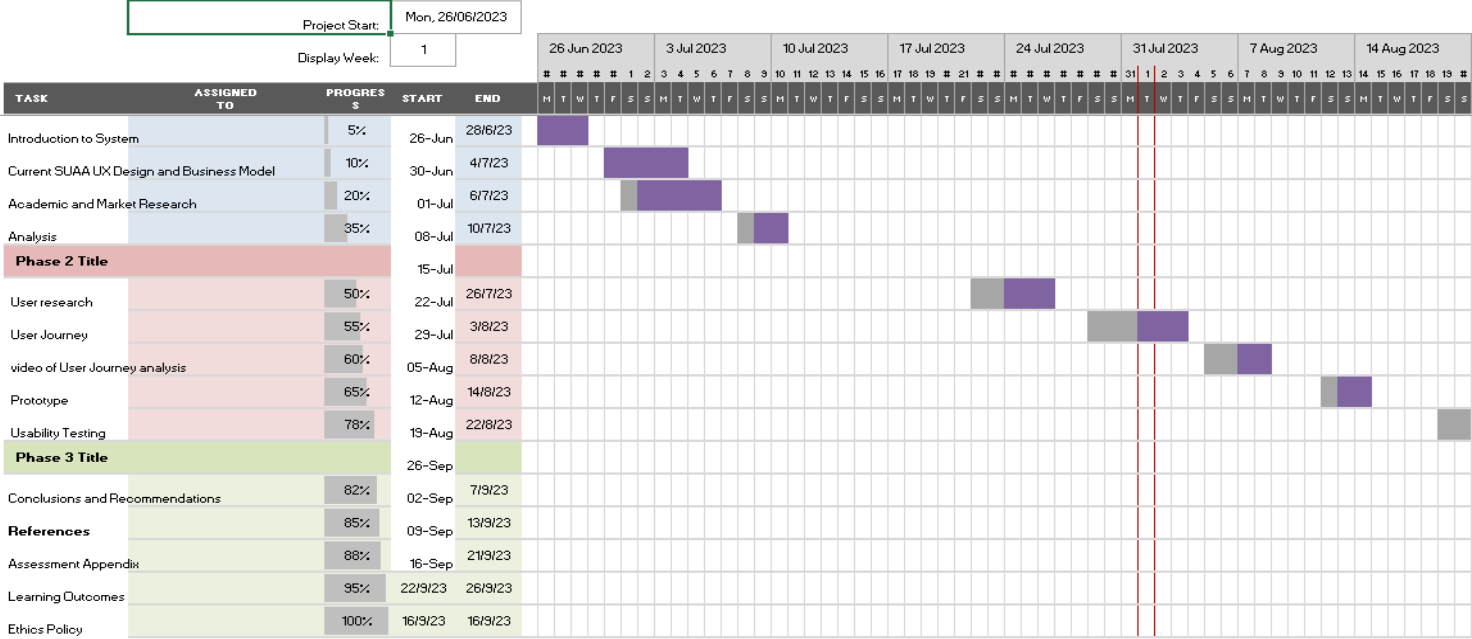
This project aimed at studying the Solent University Alumni Association (SUAA), to identify areas to improve in building a more sustainable and socially site. To achieve this goal, I will be following Garrett 5 level framework; starting with the scope, this will allow me to present each level as a task to be solved in other to make the overall process as smooth as possible. Similarly, it is necessary also, to clearly describe how implement this strategy will help the business succeed.

Furthermore, I will be exploring both the Qualitative and Quantitative analysis method. This mixed method will help me collect and analyse both numerical and non-numerical data for a richer and more comprehensive outcome. Likewise, I will include an Open-ended survey question; and a contextual interview with specific survey questions that foster a greater insight into the respondent's perspectives and attitudes towards the product.

Likewise, I will design a project framework that will help me manage this project in sequence as illustrated in the Gantt chart below.

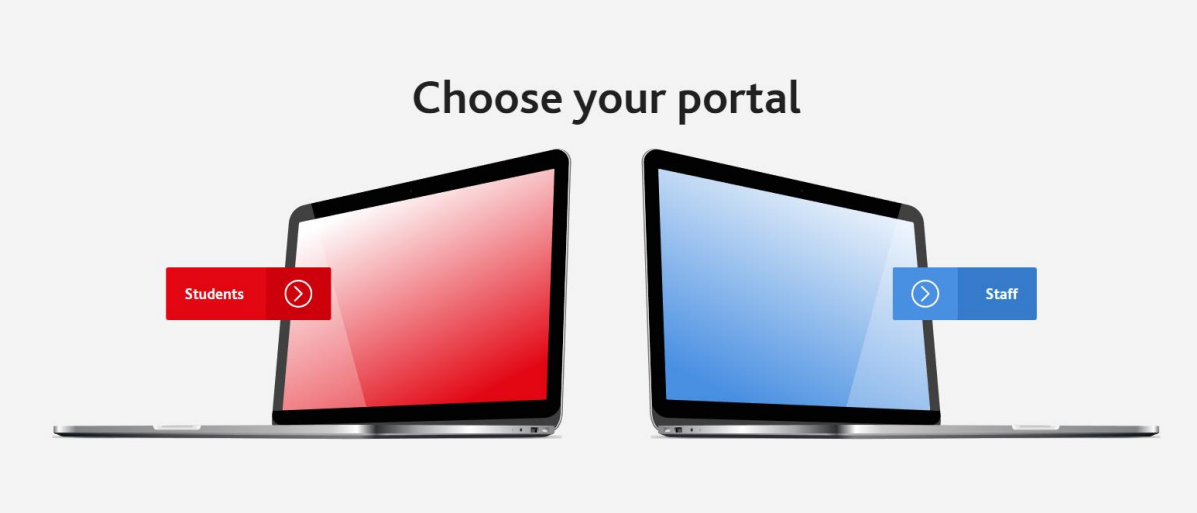
UX Strategy

UX STRATEGY CHART  
<https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html>



USERS

According to (Ferrod et al., 2021) Information about users can be useful in both goal-oriented and non-goal-oriented discussions. The users in this project will be associated with students and Alumni. This suggest that the character of a user in any generic school website is always: A student with a user account that the system detects by their username and password



System

The system is basically the format that support the engagement of users. (Dimitrov, 2017) suggested this as a set of architectures and subsystem. This implies the experience of the user on this University webpages and issues or possible areas for

improvement in the user experience and communication channels that could be cause for worry. This category may also include issues such as low alumni engagement, difficulty getting relevant information, insufficient communication, lack of personalization, or outdated technology.

## **Importance**

An ambitious Student and alumni website should give a central platform for graduates and student the ability to stay connected to the institution, network with other, and contribute to the greater campus community.

## **Beneficial**

Considering how frequently the younger generation utilises social media, several institutions websites play a crucial role in enrolment of home and overseas students. It should also inspire alumni to donate and support the university's vision.

## **Technology impact**

The impact of technology is significant in the setting of a good website design. It enables effective message and tailored information (Rekhi, 2017). To achieve this objective, Don Norman stated core universal design principles for making technology product effective. This principle includes, visibility, Feedback, Constraints, Mapping, Consistency, Affordance

## **Current SUAA UX Design and Business Model**

The end goal of any successful user experience is always business results citing the Garret Strategy Plane, in addition to satisfying the whims desires of users. This suggests that no matter how well received by users a redesign may be, if it isn't in line with the business plan, it is quite likely to be deemed a failure.

Modern UX research methods must examine the business needs, goals, values, and models, which are referred collectively as the business model. (Rosenberg, 2018) Hinted that when there are viable alternatives, it is now practically impossible for a new product to achieve financial success without a strong user experience. To put this into context I will be performing a thorough comparison of SUA mission, value vision statement with Coventry University. The goal is to evaluate essential components of these two organizations. This will help me determine which website provides a more effective platform for promoting the university's services and engagement that help both current and prospective users.

## **Coventry University**



## Solent University

 [Solent](#) [Staff and students](#) [Worship Maritime](#) [Sports Complex](#) [Students' Union](#) [Applicants](#)

[Courses](#) [Student experience](#) [Why Solent](#) [Research](#) [Collaborate](#) [About](#)  [Search](#)

A photograph of a modern university building interior with multiple levels, glass railings, and a large, red, mushroom-shaped sculpture in the center. The text "Our mission and strategy" is overlaid in white at the bottom left.

Our mission and strategy

School	Mission	Vision	Value
Solent University	To enable our learners to be work-ready, world-ready, and future-ready.	<p>To enable our learners to be work-ready, world-ready, and future-ready.</p> <p>By 2025 we will enable students to succeed by being a university that: transforms the lives of people from all backgrounds, through learning that is relevant to the real world. Provides an outstanding student experience through our exceptional staff and facilities. Excels at providing its learning community with the confidence, skills, knowledge and experience they need to successfully pursue fulfilling lives and life-changing careers. Delivers a unique curriculum shaped around inspiring industrial partnerships, ground-breaking professional insights, knowledge exchange, and research. Makes a material impact on environmental sustainability.</p>	<p>We and our work will continue to shape, informed, and by our values of</p> <p><b>Respect, Ownership, Inclusivity, Engagement, Integrity, and Teamwork.</b></p>
Coventry University	Our mission - Creating Better Futures embodies our purpose, defining the diverse nature of Coventry University Group, from delivering inclusive and impactful global education for our learners, to addressing	A global Education Group with a reputation for equity and innovation that empowers students and communities to transform their lives and society through teaching, learning, research, and enterprise.	<p>Our values are our identity; driven forward by our people to help bring our mission, vision, and strategy to life. They inform our practice and decision making and are essential for addressing challenges and opportunities. We have shaped our values to be enduring and strategic, emphasising our distinctive qualities and reflecting our aspirations. They include:</p> <p><b>Collaboration</b>  <b>Diversity and inclusion</b>  <b>Innovation</b>  <b>Integrity</b></p>

	societal challenges through our research and innovation.		<b>Determination</b>
--	--	--	----------------------

**Comparison of SUAA to Coventry University**

**Mission**

While both missions place a strong emphasis on delivering a high-quality education and putting students in the best possible position for professional success, Coventry University's mission statement lays a stronger emphasis on inclusiveness, research, innovation, and having a global impact. On the other hand, the mission statement of Solent University places a strong emphasis on inclusion of students from a variety of backgrounds and adaptability to the changing requirements of society.

**Vision**

Both Solent University and Coventry University have lofty goals for their respective universities. Solent University's vision emphasises environmental sustainability, creativity, entrepreneurship, and employability through their exceptional staff, whereas Coventry University's vision emphasises global connectivity, excellence, and innovation. Both institutions aspire to provide high-quality education that prepares students for successful jobs and allows them to make important contributions to society.

**Value**

Both Solent University and Coventry University share ideals such as inclusiveness, collaboration, and integrity. Coventry places a greater emphasis on diversity, innovation, and determination, whereas Solent places a greater emphasis on respect, ownership, and engagement.

**Academic and Market Research**

Market research is a systematic attempt to obtain knowledge on target markets and users, beginning with who they are. It is a critical component of company strategy and a critical role in retaining competitiveness. In this part both the Solent Alumni and Coventry Alumni were subject to evaluation.

Although we were not able to get information directly to make this research but what we can find in the webpage of both websites indicate a strong intent for graduating students to make contribution to overall development of both schools

Comparison of SUAA Alumni to Coventry University Alumni

Coventry University

Clearing

Study

Life on Campus

International

Research

Business

About Us

Home

About Us

Alumni and supporters

Clearing

> Study

> Life on Campus

> International

> Research

> Business

> About Us

> Publication Scheme

> About Coventry University

> Financial Information

> Key Information

> City of Culture 2021

> Alumni and supporters

Alumni and supporters

Our Alumni: Gymshark - Laura Mason-Byers

GYMSHARK

Watch on Youtube

Join the community

Stay connected to Coventry by joining our Alumni network.

Update your details

Register your interest

Get involved

Take your next step today

SOLENT UNIVERSITY SOUTHAMPTON

Courses

Student experience

Why Solent

Research

Collaborate

About

Search

Search

CLEARING NOW OPEN CALL 023 8189 2139

CLEARING NOW OPEN CALL 023 8189 2139

CLEARING NOW OPEN CALL 023 8189 2139

Alumni

Whether it's been days or decades since your graduation, you'll always be part of us.

Update your details



Comparision	Solent Alumni	Coventry Alumni
<b>Website Design:</b>	Solent Overall Design look appealing with a relative Red suited background	Coventry from a designer point of view have so much information on the front page, which may look tiring
<b>Navigation</b>	Solent Nav bar is very unclear	Coventry has a good Navigation bar future in the front page
<b>Content</b>	Solent have a well-presented content like Alumni support, Alumni benefits, giving back	Coventry has a well-accessible content like Alumni support, Alumni benefits, giving back and video to give more information
<b>Mobile Responsiveness</b>	Solent is well responsive designed for most electronics devices	Coventry is well responsive designed for most electronics devices
<b>Page Load Speed</b>	Solent page loading take about 8 seconds to load	Coventry page took 2 seconds
<b>Accessibility</b>	I didn't find any bugs to access Solent website	I didn't find any bug to access Coventry website

## User research

User research approaches are useful for obtaining data and insights and maintaining efforts that aid in getting the right things done. The most important objective in this is to verify and reject assumptions before providing the facts and insights to both stakeholders. (Nielsen Norman Group, 2022) Highlighted that because each project is unique, these stages are not always cleanly compartmentalized. He suggested that the end of one cycle may mark the beginning of the next, hence the aim is to start somewhere while learning more and more as you go rather than to complete a lengthy list of tasks in a fixed order. Using the Garretts bottom of the model framework 'Strategy', I will be conducting a contextual interview and a surveys questionnaire on users; and I will be exploring the research findings to build my user personas and user stories.

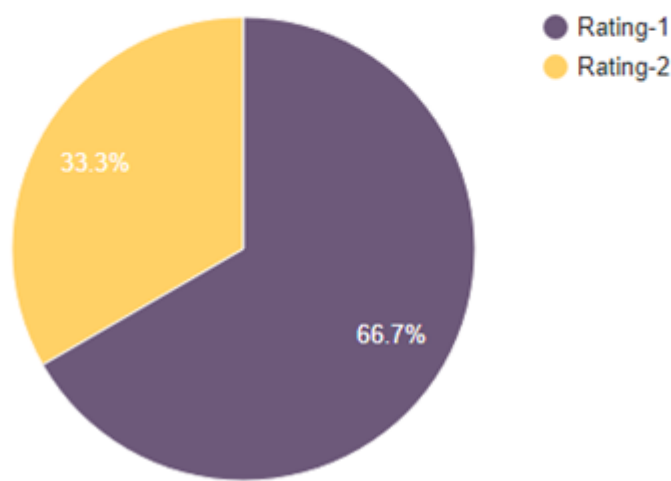
To conduct my contextual interview, I interviewed some students to understand their impression about the websites. This is to see how easy it is for them to interact with the website. In this process, I asked and watched as the participants navigate the site. Below is my result:

<b>Personas</b>	<b>Q1: Navigation</b>	<b>Q2: Searching</b>	<b>Q3: Difficulties</b>	<b>Q4: Specifications</b>	<b>Q5: Devices</b>	<b>Q6: OS Version</b>	<b>Q7: Missing Features</b>
Jenny	Hard	Difficult	Yes	I had trouble searching for my result.	Phone	Android 10	Result page
Lucky	Normal	Neither easy nor difficult	No	Most of the content was easy because am good at computing.	Laptop	Windows 11	Most features are good
Solomon	Hard	Difficult	Yes	Reading some write up.	Desktop	Window 10	Font size
Greg	Normal	Others	No	Find it difficult to sort some contents	Desktop	Window 10	Courses outlines

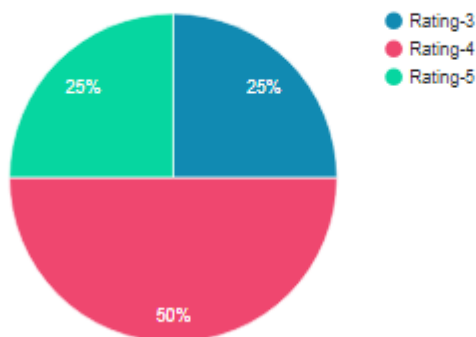
Next, I also conducted an online survey using fynzo. The user feedback was gathered using a questionnaire for the respective users (although I couldn't meet people from the alumni, I used current students to gather this information). This is all covered under the common development process e.g., Discover, Explore, Test, Listen

The question I conducted includes pertinent and necessary questions about the website's compliance with UX techniques, to elicit meaningful feedback from users.

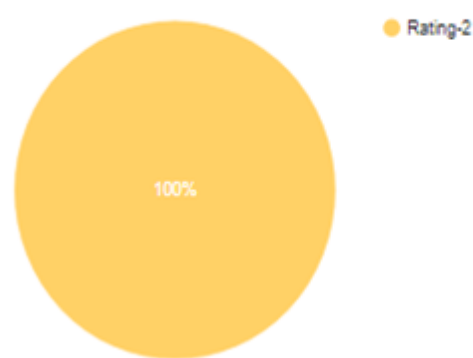
Q1. \* Are you a current student



Q2. \* How easy was it to find the alumni webpage?tions



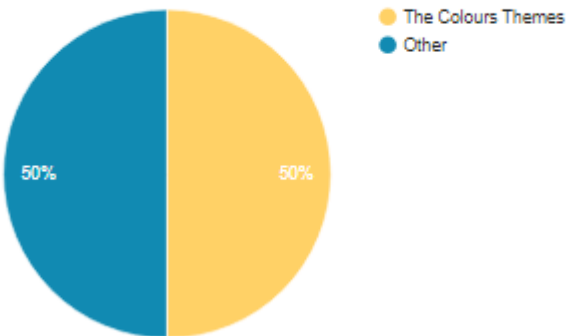
Q3. \* Did you have any difficulties while interacting with the alumni webpage?



Q5. \* Which alumni features would you like to see added or improved on the Solent University alumni webpage?

Which alumni features would you like to see added or improved on the Solent University alumni webpage?

Q6. \* What would you removed from the website



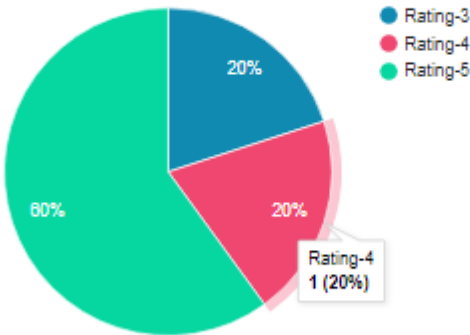
Q7. \* What would you Add

Total Response Count  
Skip Count

0  
Dummy

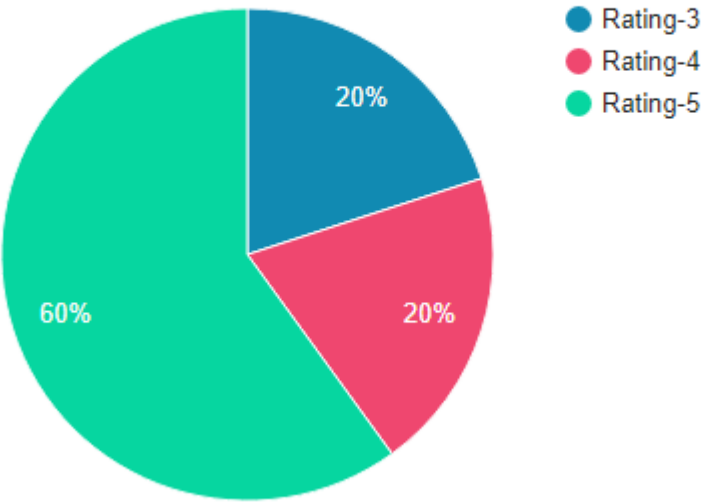
Choiceee	Response Percentage	Response Count
Volunteer and sponsorship?	0%	0/0 responses
Student Story?	0%	0/0 responses
Other	0%	0/0 responses

Q8. \* How would you rate the site Layout

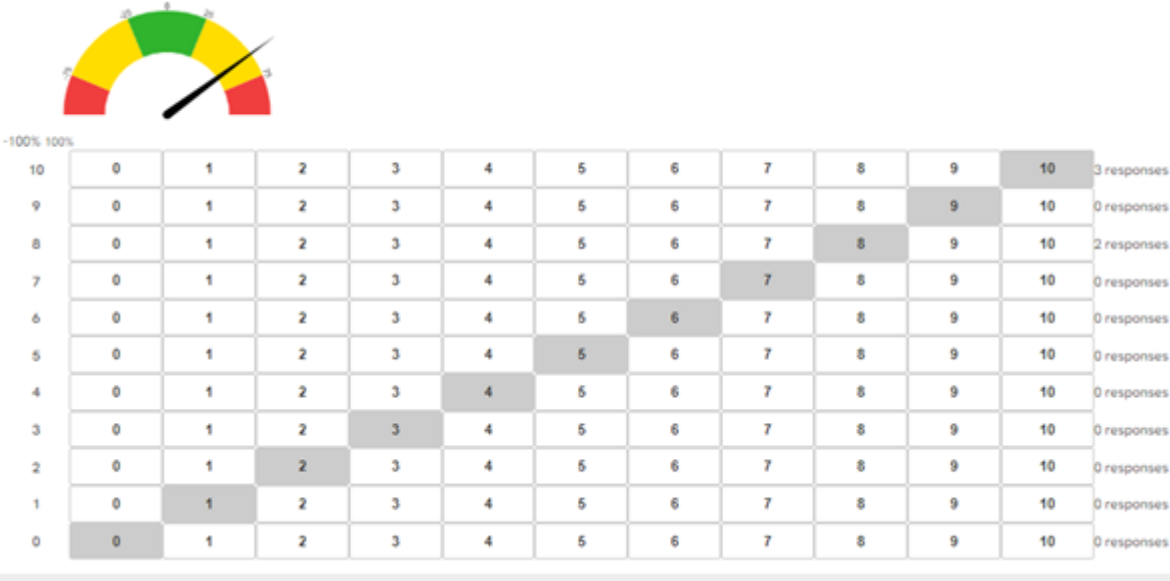


Q9. \* How likely are you to recommend the website

Total Responses	5
Promoters	3 (~60%)
Passive	2 (~40%)



Net Promoter Score (60%)



## **Analysis**

To make sense of all this information I gathered, I will first try to understand the constraints, levels of familiarity, and contexts in which users operate. This will enable me to recognise the users' goals. Moreover, this will help me to understand the user interface theory and the concept of knowing the structures of a good design.

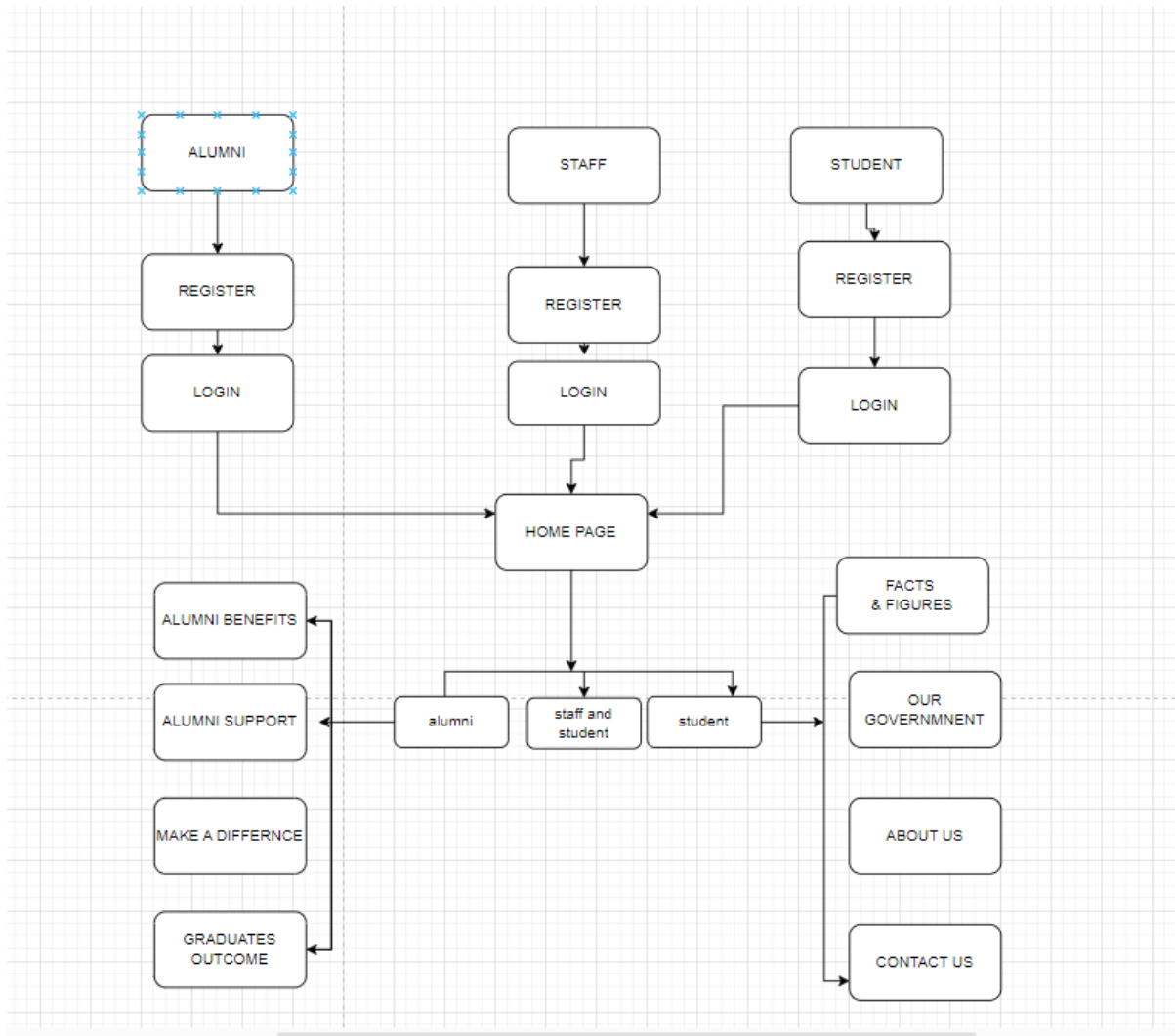
According to (Alan Cooper) "Our most effective interaction design tool is developing a precise description of our user and what he/she wishes to accomplish, this entails prioritising the understanding of user behaviours, wants, and motivations through surveys, usability tests, and other kinds of feedback methods. User analysis will help me aid and give enough data to perform user journey analysis that identify drop-off points for different user personas.

Following my findings, current students do not find it too difficult to interact with the SUAA Alumni website. However, most agree that locating certain information on the website from the main Solent university page is difficult. Most students are satisfied with the present website design, with only a minority stating that it might be improved. Users seems to be looking for different things, as well as information. The most of it from my analysis is that students struggle to locate the necessary information, leading to the conclusion that SUAA usability and current placement information on the website are difficult to use.

## **Information Architecture**

The goal of information architecture (IA) is to structure and categorise content of our design in a practical and long-lasting manner in accordance with Garretts structure plane. This will assist the user in finding information and finishing tasks, it is also important to comprehend how this information interact with one another inside the system. Having in mind the goal is to make it easier for users to grasp where they are, what they've found, what's around, and what to anticipate. As a result, IA will contribute to the wireframing and prototype stages, which will drive my user interface design and interaction design as well as the content strategy, thus identifying the best choices and where to find them.

To further examine this, I will conduct a user journey to see a typical journey of a user what they are looking for and how to make it work for them. To but this into contest, it will be useful to design a better information architecture that will give a clear view of how to walk your way around our prospective website.



**Figure:18**

## **User Journey**

The user journey describes the experiences a person has when engaging with a software. Here, we'll define the terms "user persona," "user goals," and "empathy mapping." This will enable us to better comprehend the requirements of the users.

### **User persona.**

"A persona is a user archetype that can be used to guide decisions about product users," (Kim Goodwin, Cooper)

(Steve Mulder) also stated that "Personas summarize user research findings and bring that research to life in such a way that everyone can make decisions based on these personas; not based on themselves."

In this stage i developed two personas, each represented a particular group of my intended users.



## JOHN SCHOLAR - Data Analysis

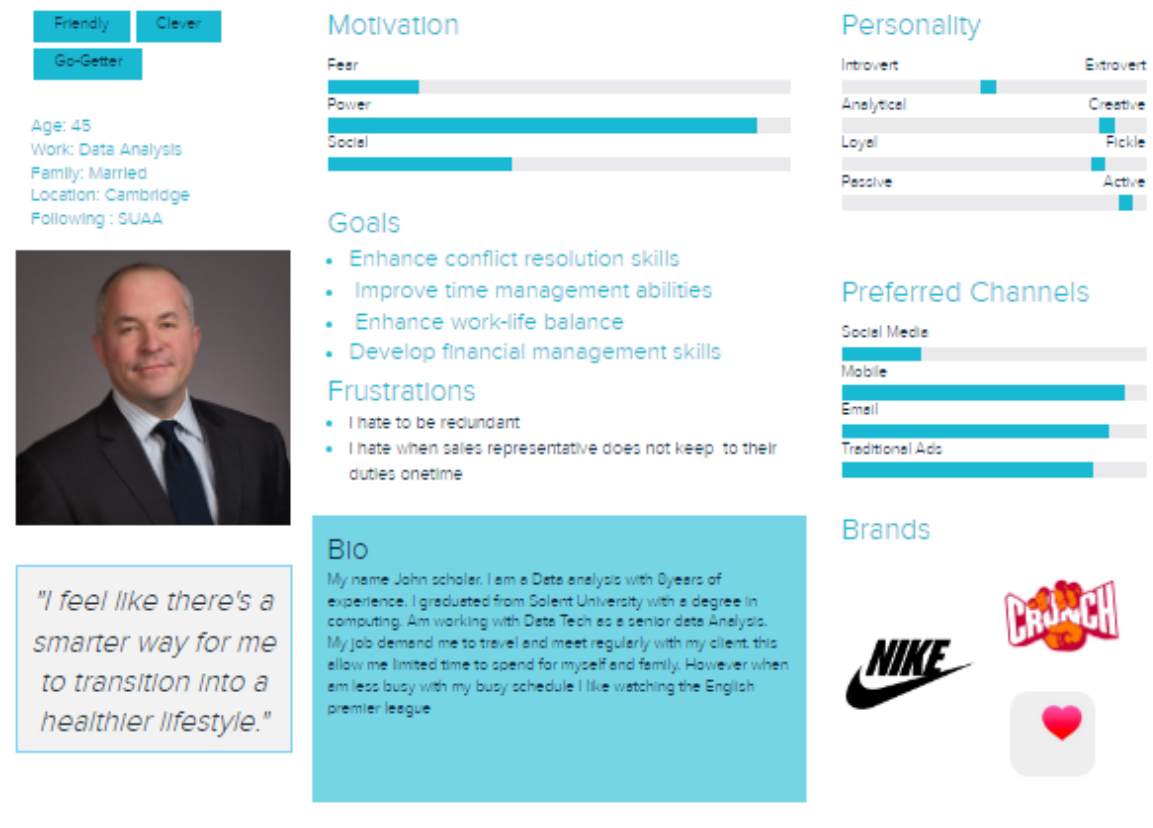


Figure:19

## Angela Eze - Software Developer

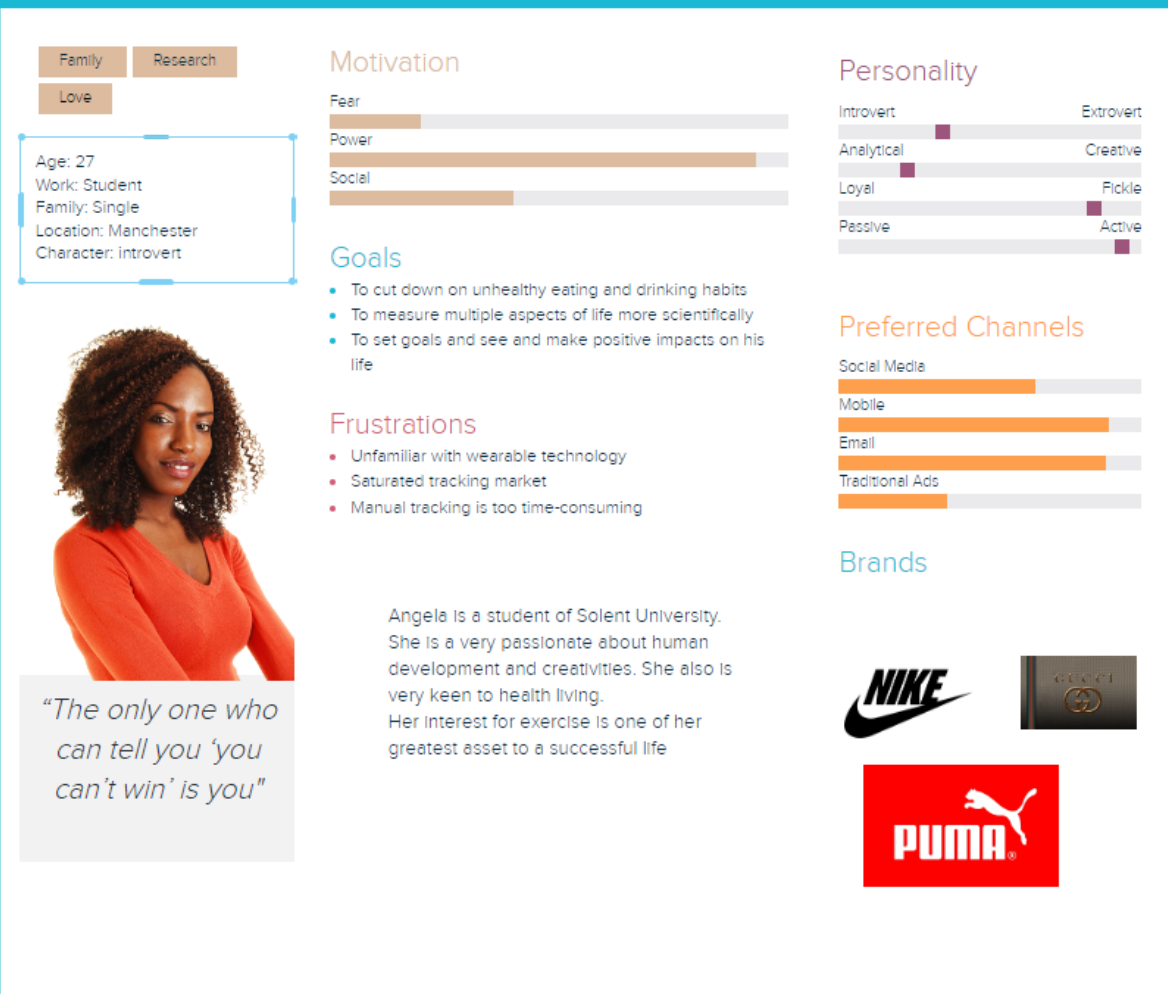


Figure:20

### Empathy mapping

It is our responsibility as UX experts to represent the user's interests. But to achieve that, we not only need to have a thorough understanding of our users, but we also need to assist our team in doing the same (Nielsen Norman Group, 2018)

To put this into context, we will find out what Angela and John (Says, Thinks, Does, and Feels) when interacting or performing a task on the website.

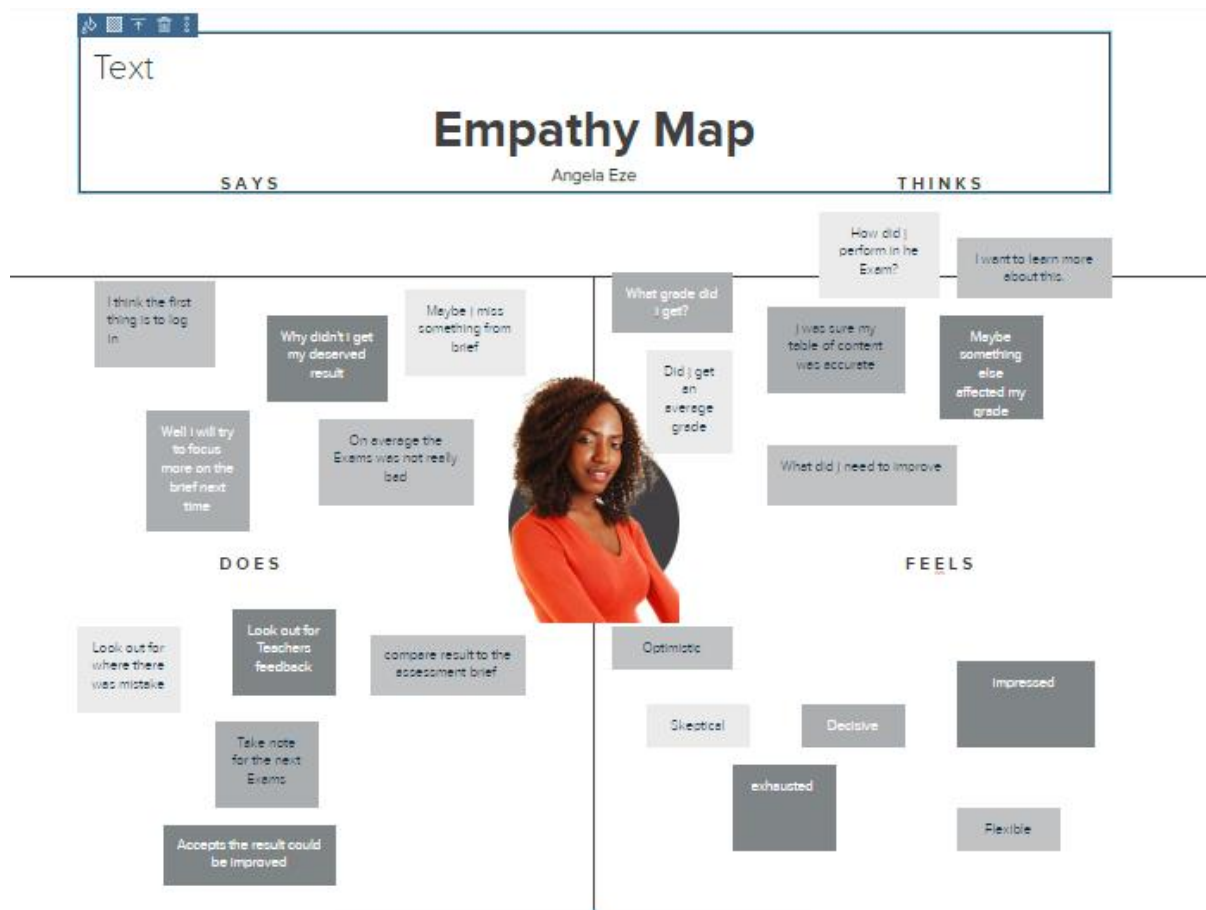


Figure:21

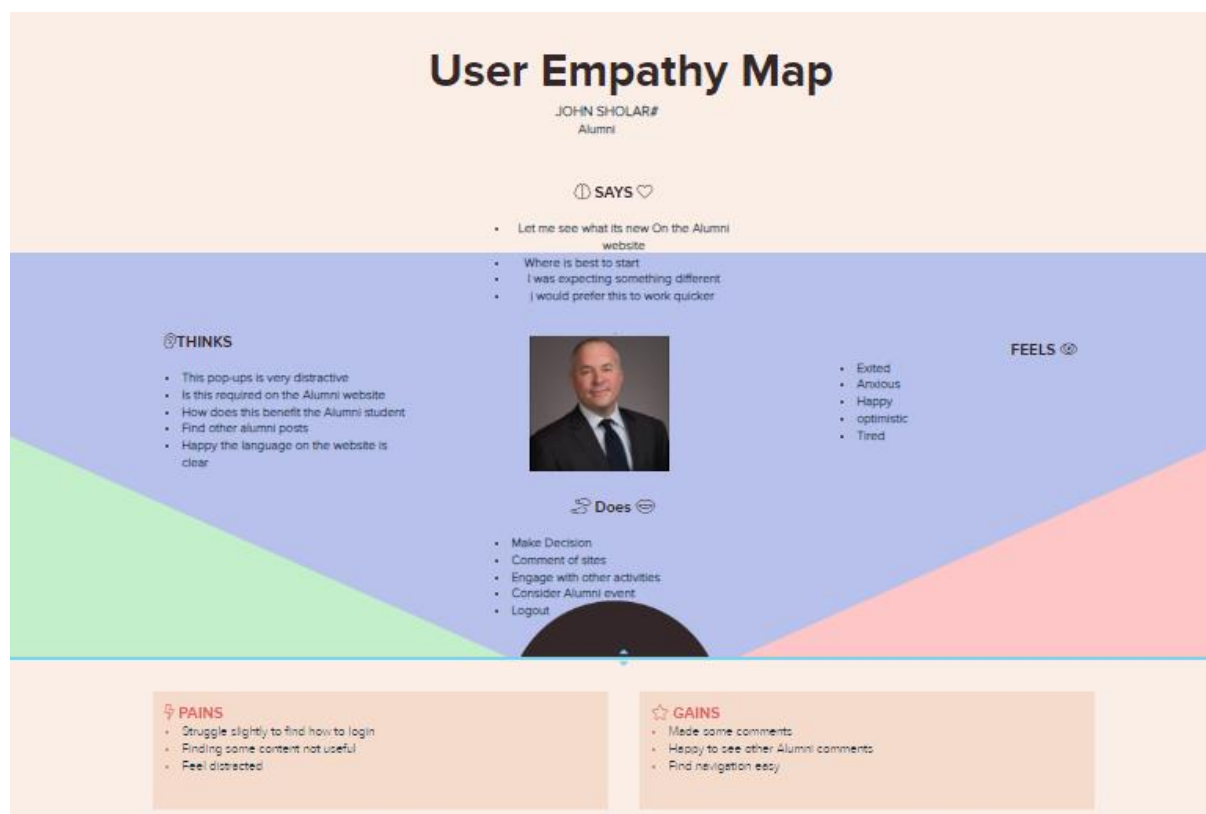


Figure:22

## **Scenario 1.**

John is a formal student of SUA, He studied data analysis, and presently looking to enrol for a master's degree. However, he is not sure which program will give him enough time to between work and studies. Then he was advised to join the student club to find more information.

He got to Solent page to registered to a school club. After registration he logged in to choose between paid session or free session. John chose the paid session and then navigate to see all the sessions. He then selected the session that explain how to combine work and studies and the duration was on his day off work. Lastly John paid for the session and attended the session.

## **Scenario 2.**

Angela is a returning student at Solent university, she finished he first year with a good grade and wishes to enrol for the next year study. She went on Google search engine to search for SU website. She then clicks on the school program button, to locate her course; she was then required to apply or sign in as a returning student. She clicked on returning student and then was asked to enrol. Finally, her enrolment was approved, and a confirmation email was sent to her school email.

## **User flow**

User flow allows us to see how users will interact with our product and what steps they will take to reach a specific goal. According to (CareerFoundry, 2019) user flow is like visual representation of the website. The flow begins with how the user enter the website and ends with their outcome or action. Each touchpoint is represented by a node in the flow chart. Each node is characterized by shape or colour of a particular activity. This will help me create an intuition of my intended interface.

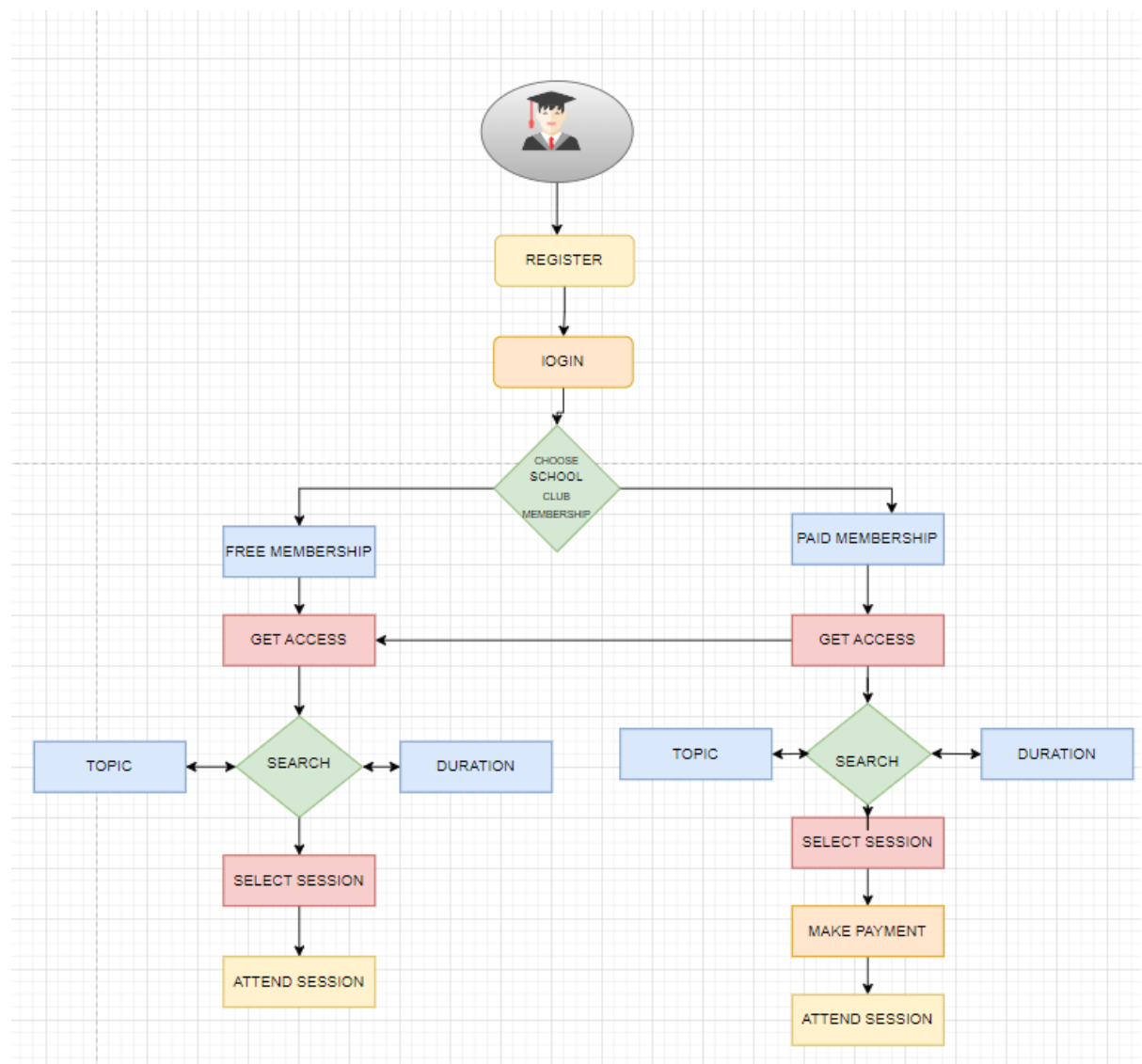
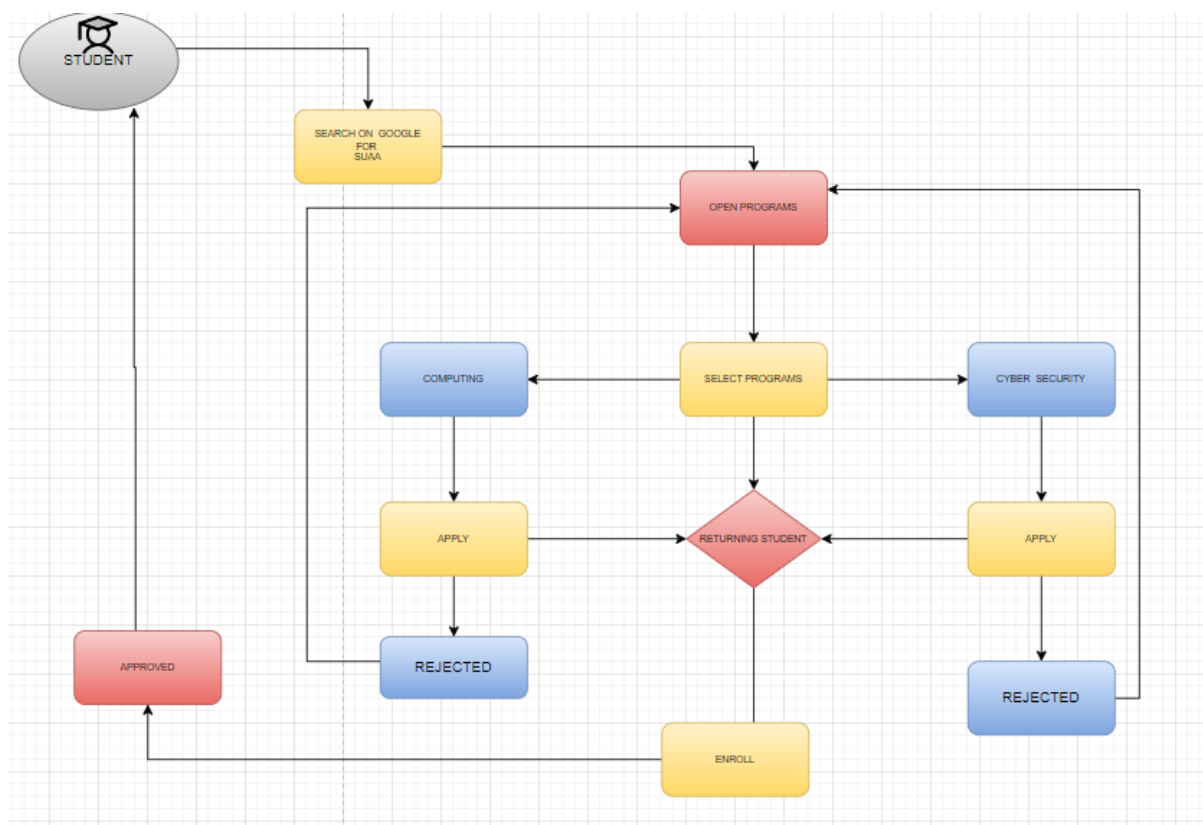


Figure:23



**Figure:24**

## User goal

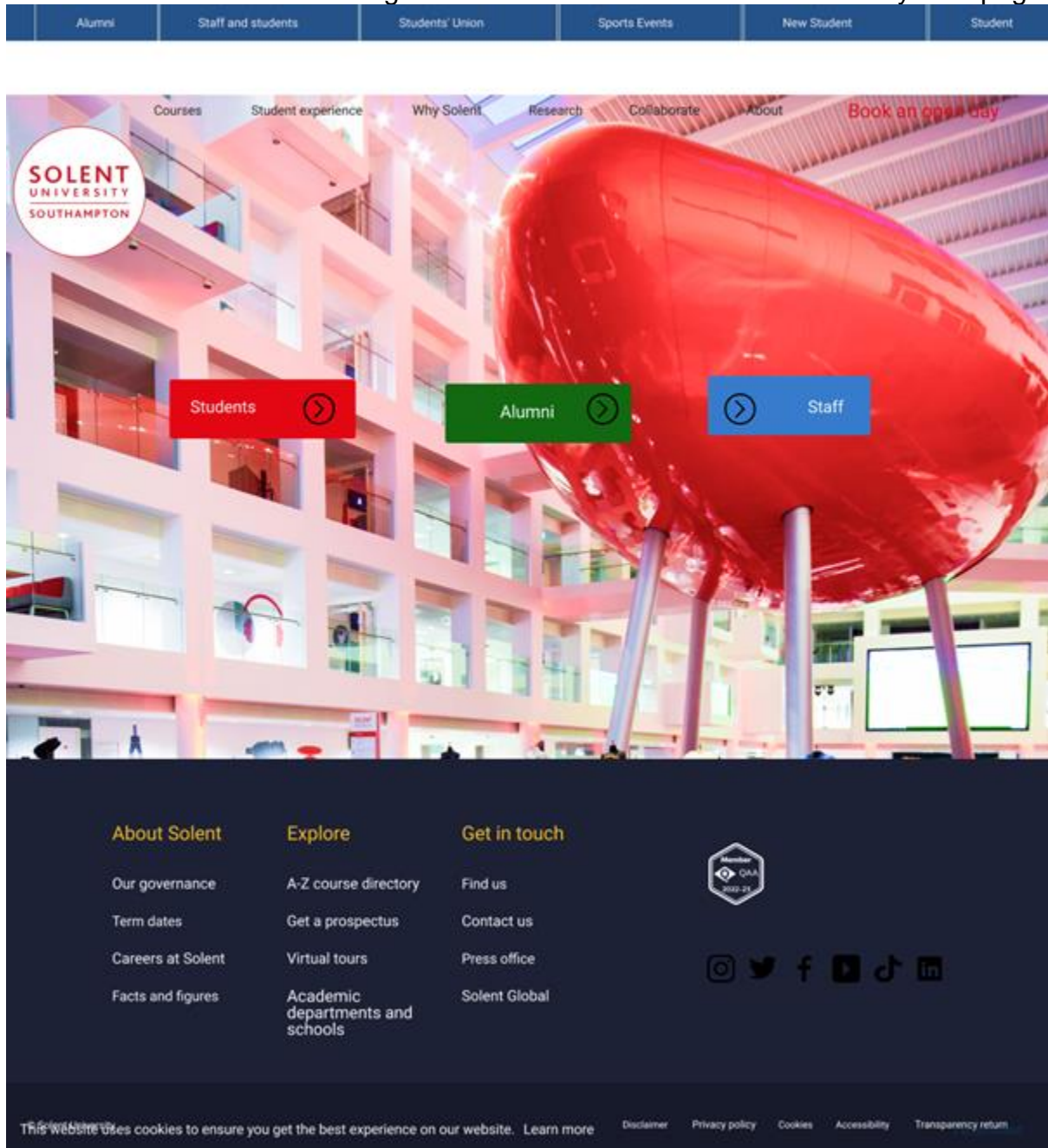
(UXPin, 2023) implies that finding the correct balance between user and company goals is critical to the success of an organisation and its products. Product teams must consider user objectives, aspirations, and challenges while achieving a company's strategic goals, to create win-win solutions. The user goal is the objectives, desire, or problem that users intend to solve.

Having this in mind, our research indicated that most user intend to interact with the website without being a genius in technology devices. Hence, our effort will be to structure the information necessary for the user to achieve this.

## Prototype

(Nielsen Norman Group, 2016) A user interface prototype is a hypothesis – a potential design solution for a specific design problem. In other words, before we design our final product it is good to mock up a rough version of our design. In this design, our prototype will be focus of the issues we intend to resolve from the SUAA website; this is mostly towards the website navigation and colour scheme. However, some of the information was retained from the original website. As seen in the diagram below, I added Alumni to front page of my website and i sharpen some of the colour scheme

that seems distracting the information in my page.



I also mapped the site that once a user click any of the seletion item it will direct them to the login registration page and log in

Alumni	Staff and students	Students' Union	Sports Events	New Student	Student
--------	--------------------	-----------------	---------------	-------------	---------



### Student Register

[Can't access your account?](#)

[Register](#)

[Login](#)

 [Sign-in options](#)

Privacy & cookies ...

Student Registration page

Alumni	Staff and students	Students' Union	Sports Events	New Student	Student
--------	--------------------	-----------------	---------------	-------------	---------



### Alumni Register

[Can't access your account?](#)

[Register](#)

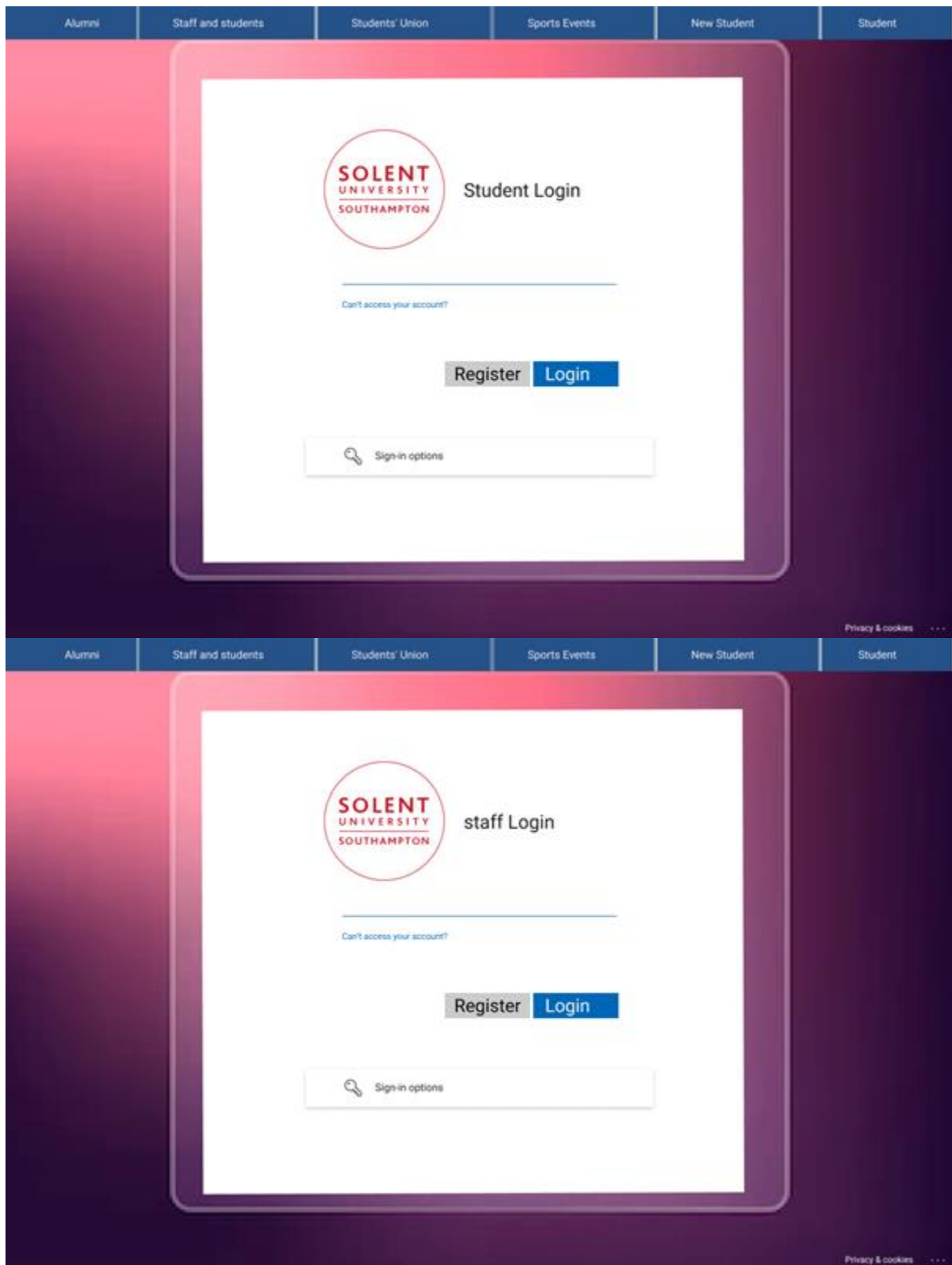
[Login](#)

 [Sign-in options](#)


Privacy & cookies ...

Alumni Registration





Alumni	Staff and students	Students' Union	Sports Events	New Student	Student
--------	--------------------	-----------------	---------------	-------------	---------




# Alumni Login

Can't access your account?

Register

Login

 Sign-in options

Privacy & cookies ...



## Usability Testing

Usability refers to techniques for enhancing usability throughout the design process. According to (Nielsen Norman Group, 2016) Usability is determined by five high-quality factors:

**Learnability:** How simple is it for people to carry out fundamental tasks when they first come across the design?

**Efficiency:** How quickly can users' complete activities after learning the design?

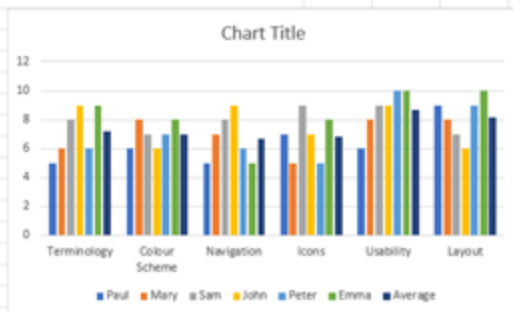
**Memorability:** How quickly can users regain their proficiency when they utilise the design again after a break?

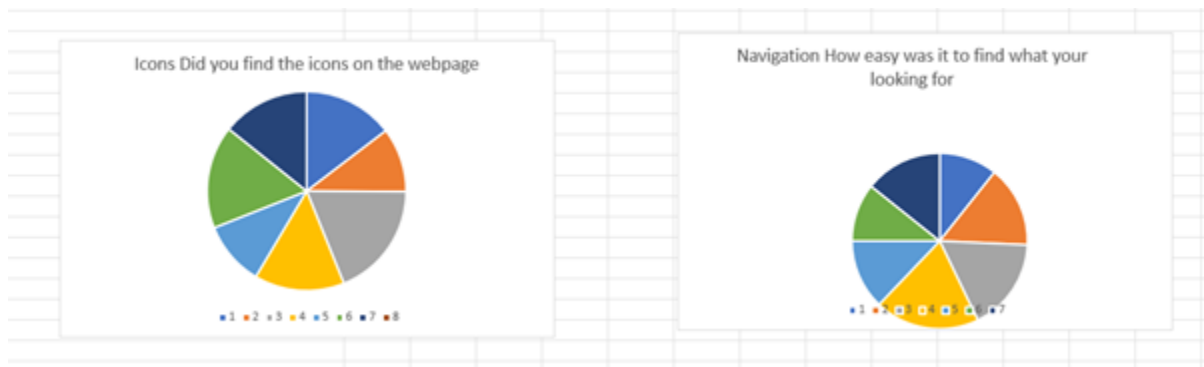
**Errors:** How frequently do users make errors, how serious are these faults, and how quickly can they fix them?

We will be using deductive testing to test this project. User interviews don't have to be limited to questions you can also ask people to perform tasks.

So, I will be asking users to use the site to see how easy it is for them. However, you should be aware that inquiries about opinions are quite prone to bias. Like courtesy bias, which is defined as "the propensity to express an opinion that is more socially acceptable than one's true opinion in order to avoid offending anyone."

Test	Description	Paul	Mary	Sam	John	Peter	Emma	Average
Terminology	Whats Your overview of the site Terminolgy	5	6	8	9	6	9	7.166667
Colour Scheme	Was the colour scheme visible to read out texts	6	8	7	6	7	8	7
Navigation	How easy was it to find what your looking for	5	7	8	9	6	5	6.666667
Icons	Did you find the icons on the webpage	7	5	9	7	5	8	6.833333
Usability	How did you experience the home page	6	8	9	9	10	10	8.666667
Layout	How is the layout of the webpage	9	8	7	6	9	10	8.166667





The evidence in this testing, indicates that more than half of the participants indicated it easier for them to now navigate through the website.

## Conclusions and Recommendations

A website's organisational structure is critical to its usability according to (Dong, Martin and Waldo, 2001). Site users must be able to browse freely and confidently through a site to make effective use of its contents. User experience (UX) analysis helps to understand how users interact with the website, and how to prioritise decisions gathered from research to improve and ensure the user experience is as efficient and intuitive as possible. This project is geared to examine and analyzing the feedback submitted by the users.

In conclusion, the website of the Solent University Alumni Association is very helpful in fostering ties between the school and the alumni community, it offers services and resources that are beneficial to both students and alumni. The website serves as the main conduit for communication between each side. For a platform like SUAA, usability and a pleasant user experience are crucial.

My recommendations will be to make the website navigation and user discovery easier. This project tried to improve on this and apply various adjustments. My goal is for a user-friendly and straightforward website. However, this will be a continuous journey as new technologies evolves.

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## Appendix

Link to Gantt-Chart <https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html>

Link to Survey: <https://survey.fynzo.com/admin/responses/graph/56699>

Link to workbook for user persona  
<https://workspace69014346.xtensio.com/folder/znnm2o6h>

Prototype: [https://www.figma.com/file/z35rSQhEyvnfTxdSVqjk5S/Prototype-\(Copy\)?type=design&node-id=201%3A2&mode=design&t=ATcc7ZARt9RogpEk-1](https://www.figma.com/file/z35rSQhEyvnfTxdSVqjk5S/Prototype-(Copy)?type=design&node-id=201%3A2&mode=design&t=ATcc7ZARt9RogpEk-1)

Link to video ***presentation*** recording



video1581866000.mp4