

Task 2 of Website Design

User Persona after survey:

Name: Alex Grech.

Age: 18.

Education: Malta College of Arts, Science & Technology (MCAST) diploma student.

Employment: full-time student.

Technical Skills: Basic web navigation, online learning platforms, Microsoft Office Experience with MCAST

Website use: Regular visitor.

Likes: Access to course info, responsive links.

Dislikes: Cluttered information, unclear button placement, and poor layout

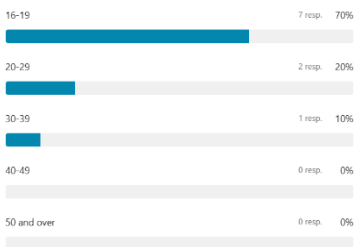
The goals consist of: rapidly locate course materials, check in to services with ease, and monitor updates on mobile devices.

Suggestions: Fix error screens, improve mobile version, reorganize content for visibility.

Response summary

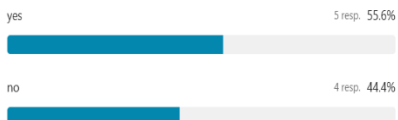
✓ 1 What age range are you?

10 out of 10 people answered this question



✓ 4 Do you like how the website looks?

9 out of 10 people answered this question



✓ 2 Are you a student of Mcast or use to be?

9 out of 10 people answered this question



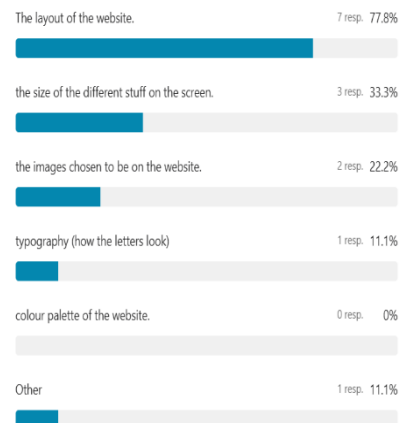
✓ 3 Have you ever used the Mcast Website?

10 out of 10 people answered this question



✓ 5 What is the biggest problem that you found with the websites design?

9 out of 10 people answered this question (with multiple choice)



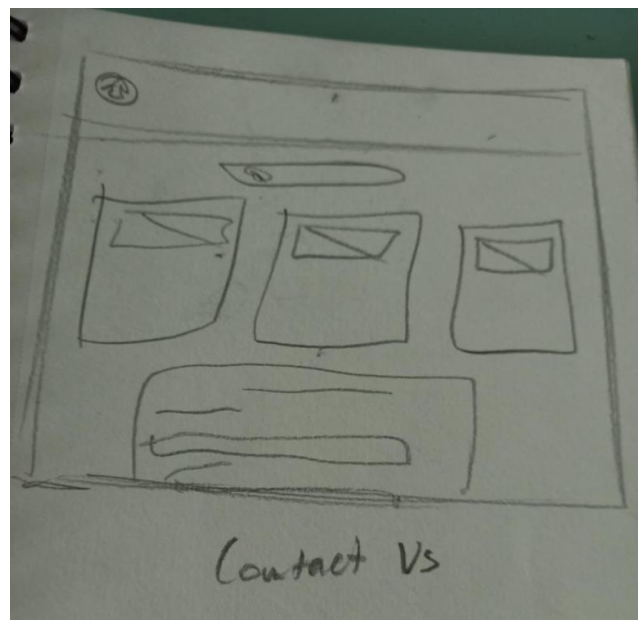
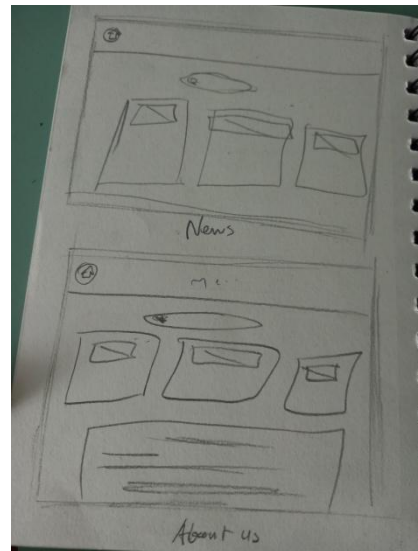
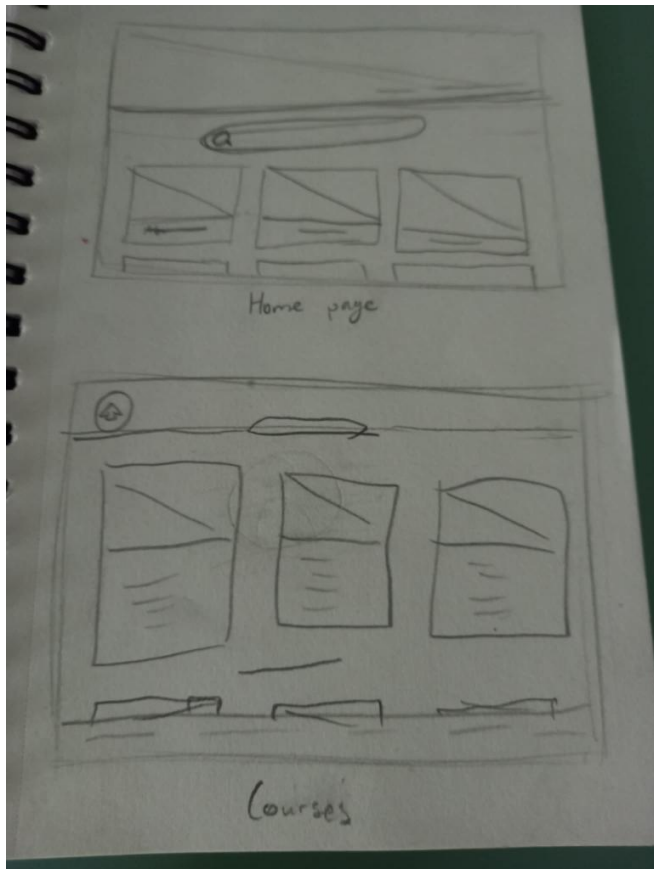
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How would you change the website.

6 out of 10 people answered this question

100 Word explanation:

The persona "Alex Grech" was created based on survey data showing that 88.9% of users are current or former MCAST students, and 70% of users are between the ages of 16 and 19. 55.6% of those who had used the MCAST website expressed dissatisfaction with its design. Poor layout was the most frequently reported issue (77.8%), followed by image placement and content size. Issues like error displays and mobile incompatibilities were brought to light by open-ended responses. These realisations influenced Alex's objectives, annoyances, and recommendations, which were representative of the average MCAST student user. The persona guides user-centred enhancements to the site's design and mobile experience by helping to visualise the needs of a particular demographic.



Style guide:

The new MCAST website should be welcoming, cosy, and simple to use to assist students in exploring degree options. The selected colour scheme centres on hospitable hues that inspire kindness and trust to accomplish this. The site's buttons, highlights, and headers all use Warm Coral (#F76C5E), the dominant colour, to provide a unified visual anchor. Soft Peach (#FFE7D1), a secondary backdrop accent that softens the visual experience, goes well with this. Golden Amber (#FFC857) provides a vibrant pop for call-to-action elements and icons without coming across as harsh. Rich Charcoal (#2E2E2E), which offers a striking contrast without the sterility of black, is utilised for text to guarantee great readability. Off-White (#FAF9F6) was selected as the overall background because it has a light, clean vibe that helps viewers focus on the information and lessens eye strain.

"Nunito" is a rounded sans-serif typeface that strikes a balance between professionalism and friendliness in the site's typography. Subheadings employ a slightly smaller 24px size with semi-bold weight for distinction, while headers are bolded at 36px to properly designate content divisions. Long reading sessions are made comfortable by maintaining the body text at a readable 18px normal weight. To preserve subtlety, smaller elements, such as labels and captions, are displayed in a 14px light style. A clear, simple layout that prioritises accessibility is supported by left-aligned text and a constant line height of 1.6.

The layout and spacing adhere to a straightforward, standardised framework based on an 8px spacing system. While internal padding within components like cards or buttons uses 16px to preserve breathing room, major content portions are separated by 24px margins. In grid layouts, a 20px gutter is placed between columns. Buttons employ 20px horizontal and 12px vertical padding to produce a form that is both aesthetically pleasing and touch friendly. To communicate authenticity and diversity, the visual language uses actual student photography in well-lit, natural environments. Icons, like those by Heroicons or Feather, have a rounded, minimalistic form that steers clear of sharp corners to preserve a delicate appearance. If illustrations are utilised, they should be simple, flat, and abstract to prevent clutter and maintain the user's attention on the important information.

Clear and responsive button and link interactions are designed. Buttons often have rounded corners (8px) and white text on a Warm Coral background (#F76C5E). To show interactivity, the background changes to a lighter #FF8A75 when hovered over, accompanied by a soft box shadow. To demonstrate the press effect, the active state deepens the hue to #E65A50 with a faint inner shadow when clicked. Text links are styled consistently, using bold weight for emphasis and coral for colour. They become underlined to indicate interactivity when hovered over. Every button has a minimum touch area of 44×44 pixels for accessibility, as all buttons are made with mobile users in mind.

All things considered, this style guide promotes a welcoming, supportive, and reliable environment for students. The design promotes comfort, confidence, and ease of use throughout their journey, whether they are returning to review application data or are investigating degrees for the first time.

