

Website Design Task 2a: Target Audience Research

1) down below you will see an image of the MCAST website, design wise can you pinpoint some flaws you notice with it? (I zoomed it out on purpose if you're wondering)

9 responses

Top asset isnt centered properly. While there isnt a need due to the point of the website, perhaps removing the negative space would help. In addition, making the headerbar more noticable and taking more space would help in the structure.

The options contain a simple square design, when they would benefit from either a 3D box effect, rounded edges, or even a specific corner being removed on each to add pivotal flair.

There's an empty space where the website title banner could've been applied to fill in the blank area.

The banner part of it shows you a list of tabs, but once you hover over them you get a massive list of each different section which might overwhelm people like me, to which I just avoid them entirely

Idk I dont make websites

The MCAST website looks very well ordered and neat looking. Makes it more easy to access options and specific whereabouts.

bland layout + colour scheme

.

Prospectus banner is not centered, hard to tell what is going on

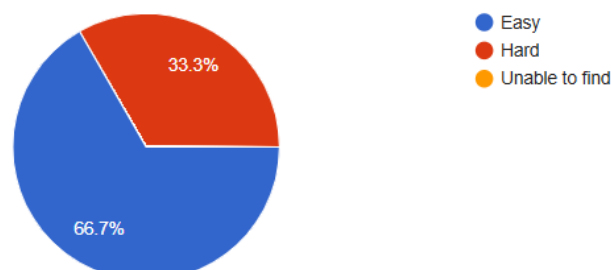
2) what I want you to do is go onto the MCAST website and try to find the course called Advanced Diploma in Digital Design (see image below)

 [Copy chart](#)

Link to the website: [MCAST – The Malta College of Arts, Science & Technology](https://www.mcast.edu.mt/)

Once you have given it your best, based on its functionality, would you say that navigating through this is easy, hard or were you not able to find it at all?

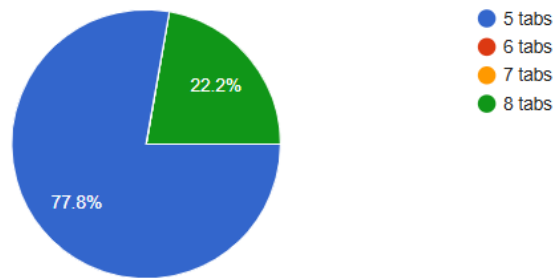
9 responses



3) In this new MCAST website, how many tabs do you think it should have?

[Copy chart](#)

9 responses



4) In the website the pages will be separated by tabs, what would you prefer the tabs to be?

[Copy chart](#)

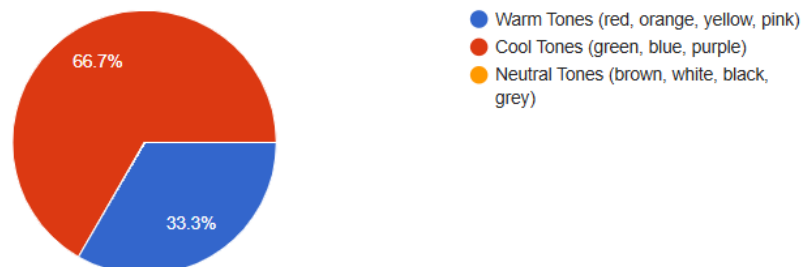
9 responses



5) For the website what kind of colour palette should it have

[Copy chart](#)

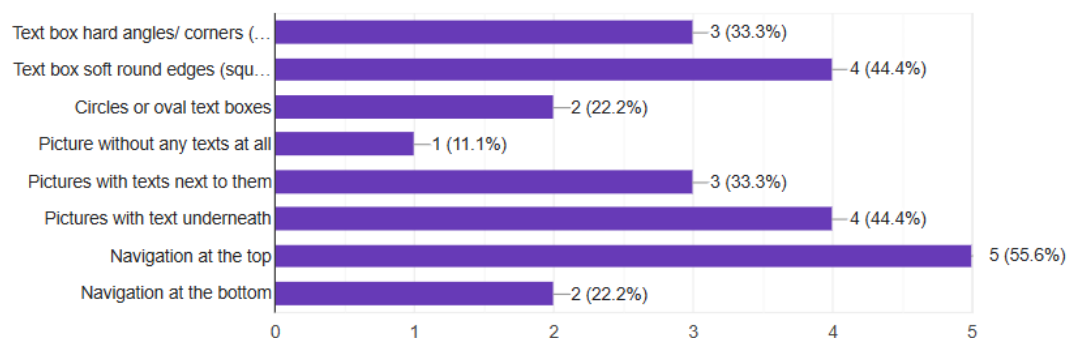
9 responses



6) what kind of layout do you think the new MCAST website should have


[Copy chart](#)

9 responses



With how I made the user persona I used the survey results of what others have told me. Design wise I took notice of question 6 the most as it helped me understand what my target audience would've wanted to see in the website and user persona. For this persona I implemented images with text underneath, where I put the photo of the person on top and then wrote a personal note about the person underneath it. I also implemented a lot of text boxes that have round edges as the results state that people would prefer it like that.

Daniele Occhipinti



My name is Daniele Occhipinti, I consider myself to be a hardworking person who is able to create fantastic website designs. I am a team player and will listen to everyone's opinions

Work experience

St Johan's college

- web design
- teaching coding courses

Robotra

- fixing codes
- programming
- designing for client

Strengths

- Creativity
- Teamwork
- Problem Solving

Weaknesses

- Indecisiveness
- Resilience
- Time Management

Contacts

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Website Design Task 2b: Style Guide



Regarding my website, I plan to use cool colour schemes as many people suggested that. The Colour hex codes I plan on using are AABBC6, 000043, D4EEFD, FFFFFFFF as shown below



In regards to the Typeface, I made it in the range of 10 to 20 font size.

The spacing rules are showcased on the high and low fi wireframes, it's more noticeable on the banner and how its spaced out from the sides while the top part has a different margin spacing. The styles used for the Button and Links will change colour to the hex code AA8BC6 when hovered

