

BERT Report

- 4 designs

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[link: With Images](#)

[link: Animation on top](#)

[link: folded with modal](#)

[link: KEA Style](#)

WHAT WE CHOSE TO TEST

These constructs were chosen with the intention of testing prototypes in three main ways: professionalism, friendliness and aesthetic appeal. It was also useful to test if users want to view a more formal and serious site or informal and fun site, because of the formal content.

RESPONDENTS:

5, age 20-35, people who are interested in or looking for an education, within IT;

PROCEDURE:

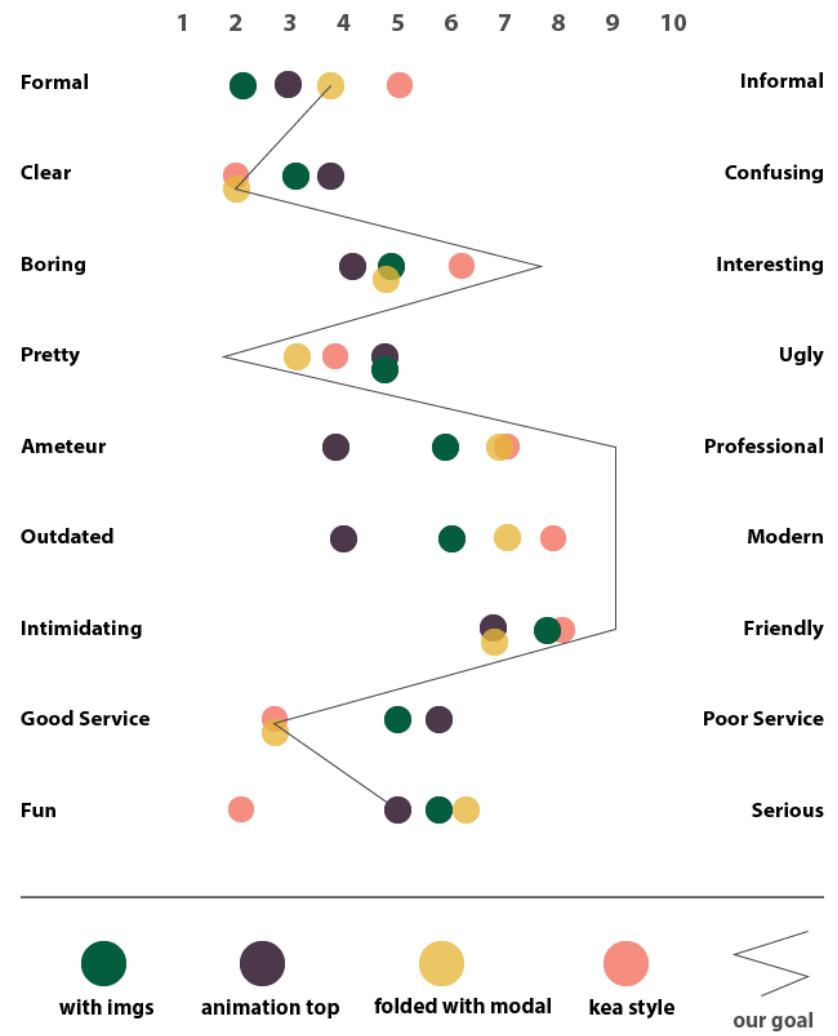
Tests were conducted in person.

RESULTS:

Whilst conducting the BERT test, it was discovered that all potential designs have their weak and strong points. Roughly all the designs got average points in all the categories.

- Many respondents commented that all the designs look interesting enough, but also contain facts, that makes formal information more interesting to read;
- Many respondents mentioned that they liked the idea of different colors and shapes;
- Many respondents liked the clear structure of webs;
- Many respondents liked the animation on the frontpage;
- Many respondents liked usage of images;

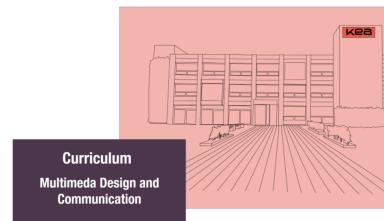
- Respondents were given a choice to test different layouts and text structure, results show that users would prefer an option to expand text (to read more) or not;
- A few color choices were commented as not quite likable;
- A few respondents mentioned they do not like the pie-diagram.



THE NEW DESIGN

To make a new design concept, the following changes were made:

- Images were added;
- Animation remained;
- Structure remained;
- Colors were reconsidered;
- Shapes were added;
- Text expand options added.



Course Structure



Exams



Additional Information

A table with two columns of admission information. The left column includes "Admission", "Cheating", "Admission", "Admission", "Admission", "Admission", and "Admission". The right column includes "Admission", "Admission", "Admission", "Admission", "Admission", "Admission", and "Admission". To the right of the table is a photograph of several students sitting on a wooden deck under a cloudy sky.