

MIS 251 User Interface Development Project Assignment

1- Introduction

This report outlines the development process for a university website interface, focusing on improve usability and aligning with user expectations. The design used simple ideas like making good plans for content, testing if it works well, creating easy-to-use designs, choosing clear fonts, and picking colors that make people feel good. This helped make the website better for users. The project aimed to create a functional, user-friendly design suited to the needs of current and prospective students of Bakırçay University.

2- Target Audience Analaysis

To better understand user needs, the folowing questions were asked to the target audience:

- **What informatin do you need from this website?**
- **What type of content would be most useful for you?**
- **What features do you expect to be available on the website?**

3- Summary of responses:

- **Current Students:** Requested access to exam schedules, course schedules, and information on department events.
- **Prospective Students:** Requested program descriptions and academic staff information.

The analysis helped create a content strategy, making sure the website had clear heaings and easy navigation to meet these needs.

4- Low-Fidelity Wireframe

A basic wireframe was created to outline the structure and fuctionality of the website.

You can access Low-Fidelity Wireframe images from the link below:

[Low-Fidelity Wireframe](#)

5- High-Fidelity Wireframe

The high-fidelity wireframe included following elements:

Color Palette: The design was user-friendly and matched Bakırçay University's corporate identity.

Typography: The "Roboto" font was selected for its readability and suitability for a university website, ensuring a clean and professional look that contributes to a positive user experience.

Usability: Interactive elements such as clickable links and functional buttons were integrated to improve the user experience.

FIGMA LINK:

<https://www.figma.com/design/oAAFZFEAgW3wk9H1q5hife/prototype?node-id=1-4417&t=rx5ugpH1ou1AYxJF-0>

6- Prototype

A clickable prototype was developed in Figma to simulate the website's functionality. Key features included:

- Functional buttons
- Interactive forms
- Dropdown menus

Prototype Link:

<https://www.figma.com/proto/oAAFZFEAgW3wk9H1q5hife/prototype?node-id=1-4417&t=CoFQYT1J8YvrzllV-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1>

7- Testing and Feedback

User Testing

Test users were asked the following questions:

- Is the design clear and user-friendly?
- Is it easy to access the required information?
- Do the visual elements support the design?

Feedback Summary

- **Positive:** Overall design was seemed good.

- **Negative:** Some clickable buttons were malfunctioning, and the main color of the design was described as depressing.

Feedback highlighted the need for brighter colors and working buttons. These changes made the design clearer and easier to use. Based on the feedback, we decided to replace the photos in the “Blog” section with informative videos from the university’s YouTube channel.

8- Final Prototype

Based on user feedbacks, the following arrangements were made:

- **Color Palette:** The gray theme was replaced with a blue palette, aligning with Bakırçay University’s corporate identity.
- **Button Functionality:** Malfunctioning buttons, such as “ANA SAYFA” and dropdown menus under “HAKKIMIZDA”, were fixed.

The updated prototype shows these improvements, providing a better user experience.

Final Prototype Link:

<https://www.figma.com/proto/0FeFf4hYSo6yV5OeS0odZC/MIS?node-id=1-2&t=elUTCEcfzBxfzGcB-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1>

This project successfully delivered a functional and visually appealing website interface tailored to the needs of Bakırçay University’s target audience. The design and testing process focused on users, solved important problems, and matched the university’s corporate identity.

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