

THINK ALOUD TEST

report

Introduction

Test was happening in our school. We were testing 3 people.

The users were 1st semester students from Multimedia Design and Communication program.

All of them were 19 years old.

Our group prepared 6 tasks which focused on our curriculum website:

1. Who is the career advisor?

2. How many core areas are there?

3. Where can you go for study abroad?

4. How many ECTS points is the MMD program?

5. What are the 2 top up degree choices?

6. What is the student bar?

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THE
ORDINARY

kea
UNIVERSITY OF APPLIED SCIENCES

MMD

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What is MMD?

The multimedia design programme is built on four core areas: Interaction development, design and visualisation, communication and presentation and business. You learn to work with frontend development, User Interface Design (UI), User Experience Design (UX) and you understanding the business context.

During your studies you are in close contact with businesses when creating projects and writing papers in cooperation with a specific company or organisation. During the studies you will have an internship period at a company in order to mobilise your competencies in practice. We cooperate with a wide range of business types including agencies, companies, and cultural organisations.

Comments

Task 1: Answer - In Contact section.

Only one user had problem to find the career advisor.

Classification of error: minor, because maybe it wasn't good idea to give this kind of task as a first one.

Task 2: Answer – Four.

The user found them in Study Program section without any problems.

Task 3: Answer – In Study Abroad.

The users found them immediately.

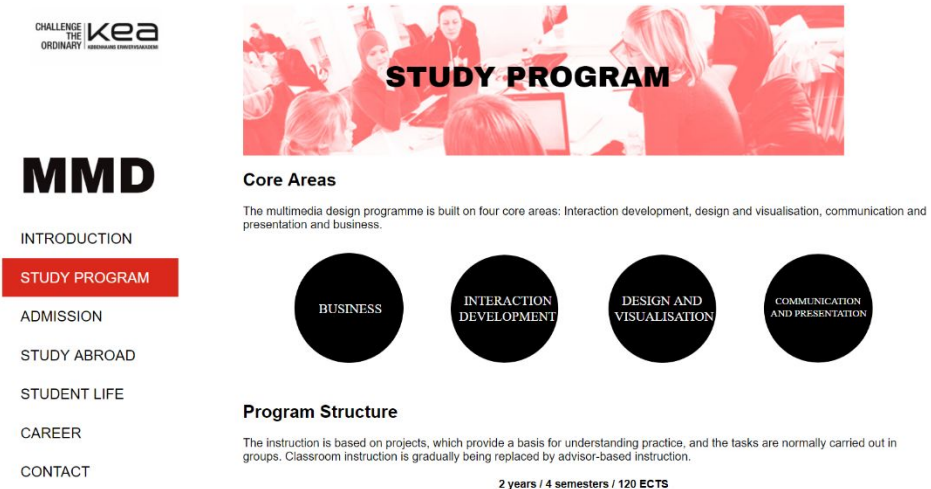
Task 4: Answer – 120 ECTS.

The first and the second user were going around Study Program section and Admission section, it took them a while when they found the answer.

Classification of error: cosmetic – we don't have to change the content only style in this section

Task 5: Answer – Career

The users were a little confused where should they find an answer.



Classification of error: serious, further education is very important when it come to our program, that is why we should add extra section to navigation called Top up

Task 6: Answer – Student Life

The users without hesitation went to Student Life section
And found the answer.

Debriefing

What is the purpose of this site? Did it meet your expectations?

What information do you gain from this site?

What was the Navigation like?

Do you feel the need to click through every page?

What page is the most interesting to you?

Would you visit this site more than once?

Feedback

The users understood the purpose of the website. The most desired information for them was study abroad and future education. Layout of the website was clear and readable.

Navigation is helping to find a right section.

They suggested to play with some extra graphics and change the background colour on the front page.

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**MULTIMEDIA
DESIGN +
COMMUNICATION**

Re-Edit Notes

We reconsidered our color choices and our navigation. The front page was not inviting and had a harsh red color. Our testers thought the most exciting pages were the ones with the more images or creative elements ie. KEA Balloons.

We took these notes to our re-edit and removed the harsh red and created a more exciting front page. This is what will draw people into our site so it needs to be sharp.

We split the Top - Up + Career information into 2 separate pages.

We also took elements from pages they liked and added more images to the overall site. -- Introduction / Student Life.

Our colors are now more muted -- KEA Pink, black and white.
With a bold Sans Serif font.



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DESIGN. CREATE. DEVELOP. MULTIMEDIA + COMMUNICATION

**MMD**

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Study Program

Core Areas

The multimedia design programme is built on four core areas: Interaction development, design and visualisation, communication and presentation and business.



Program Structure

The instruction is based on projects, which provide a basis for understanding practice, and the tasks are normally carried out in groups. Classroom instruction is gradually being replaced by advisor-based instruction.

2 years / 4 semesters / 120 ECTS

First Year