

Web design task 2

Contact information

Name: Violet Kiramman

Age: 20 years old

Telephone: 77568007

Email: VioletKiramman@web.com

Bio

Violet Kiramman is a busy student in her 20s who goes to MCAST, she is currently living with her partner in an apartment and is working a part time job with two pet dogs and she is currently studying Advanced Diploma in Digital Design she has difficulties browsing through the MCAST website and says that it is hard to find the things she is looking for due to the amount of buttons and text there is.

Needs and expectations

She finds that the MCAST website is not easily accessible and user friendly and she finds it hard to navigate through, she would change the design such as button navigation. She personally prefers cooler colors for the website rather than warmer, she would also like it if the button navigation style was a mix of normal and hover styled buttons to make it more interactive and interesting.

How I created this user persona through my survey results

Based on the results I received from the survey, I created this persona, in which I think my target audience is based on, 60% of my target audience are 18 and over and 40% are 30 and over, Most of my target audience preferred warmer colours but I think that cooler colours suit the website more, My target audience would improve the website being more user friendly, the accessibility, and they would improve the navigation since it was hard to find a lot of information, 50% of my target audience found that the MCAST website is not easily accessible and not user friendly, A lot of the users said that they would change the text of the website as there is too much which makes the website difficult to navigate, 50% of my target audience preferred Normal button style and 50% preferred rounded buttons although hover style buttons seemed much more interactive and interesting.