

Task 2: Audience Research and Design Plan

Target Audience Research

User Persona:

Name: Alex Borg

Age: 20

Gender: N/A

Location: Malta

Occupation: Student (Applying to MCAST)

Reason for visiting the MCAST website: To explore and apply for a course.

Ease of finding information: (1-10): 6

Feedback on information: Found it too confusing and spread out.

Visual appeal: Needs improvement – Better colours, compact layout, and optional dark mode.

Loading speed (1-10): 7.5

Clarity of course info: Clear and helpful.

Contact details: Not always easy to find.

Multimedia preference: Not interested in more images or videos.

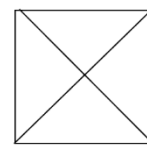
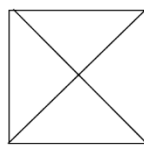
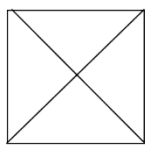
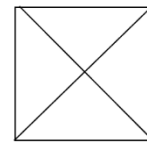
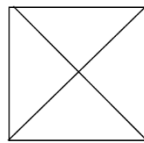
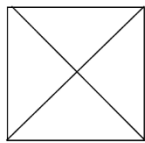
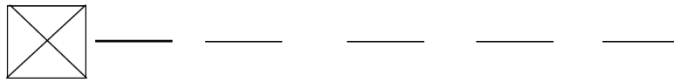
Suggested improvements: Lighter or darker themes, more compact layout, clearer navigation.

Recommendation: 3 out of 4 would recommend.

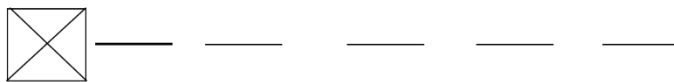
Explanation:

The above user persona was created using the responses from a survey of 4 students aged 18-22 who were interested in applying to MCAST. Most users visited the website to explore the page and apply for a course. While course information was generally found to be clear, users noted some difficulty finding key details and navigating the website. The feedback received highlighted the need for visual improvements, such as a lighter colour scheme, optional dark mode, and a more compact design. Loading speed was rated fairly well, averaging at 7.5/10. 3 out of 4 participants would recommend the website. This data helped shape a realistic persona named Alex Borg, who represents a typical MCAST applicant.


Home



Contact

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Full Time Courses Page


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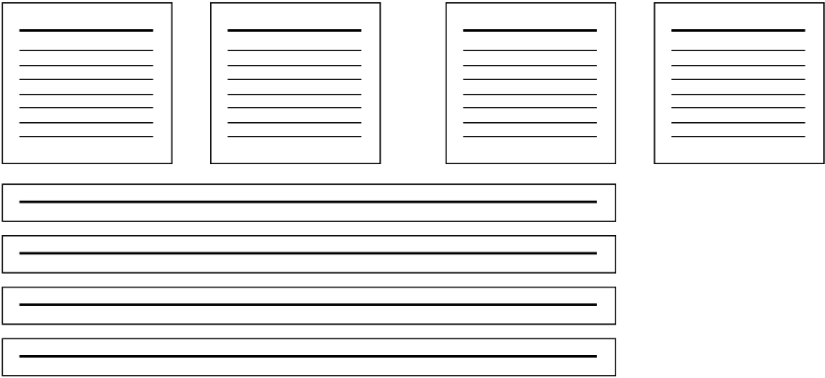
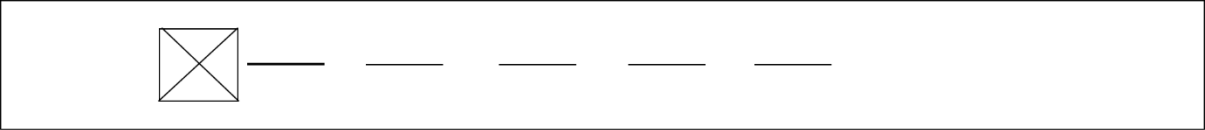
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Part Time Courses Page

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How to apply



Style Guide

Margin
150px

Style Guide

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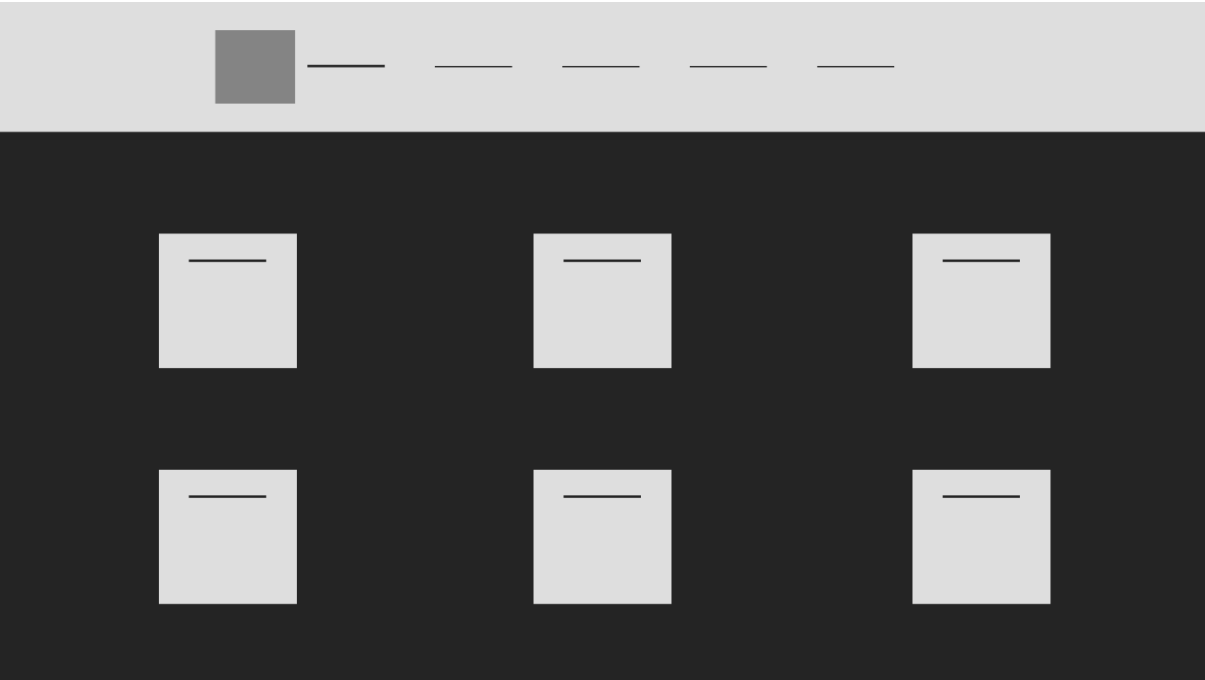
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Button Style:

Cursor not hovering

Cursor hovering

Home



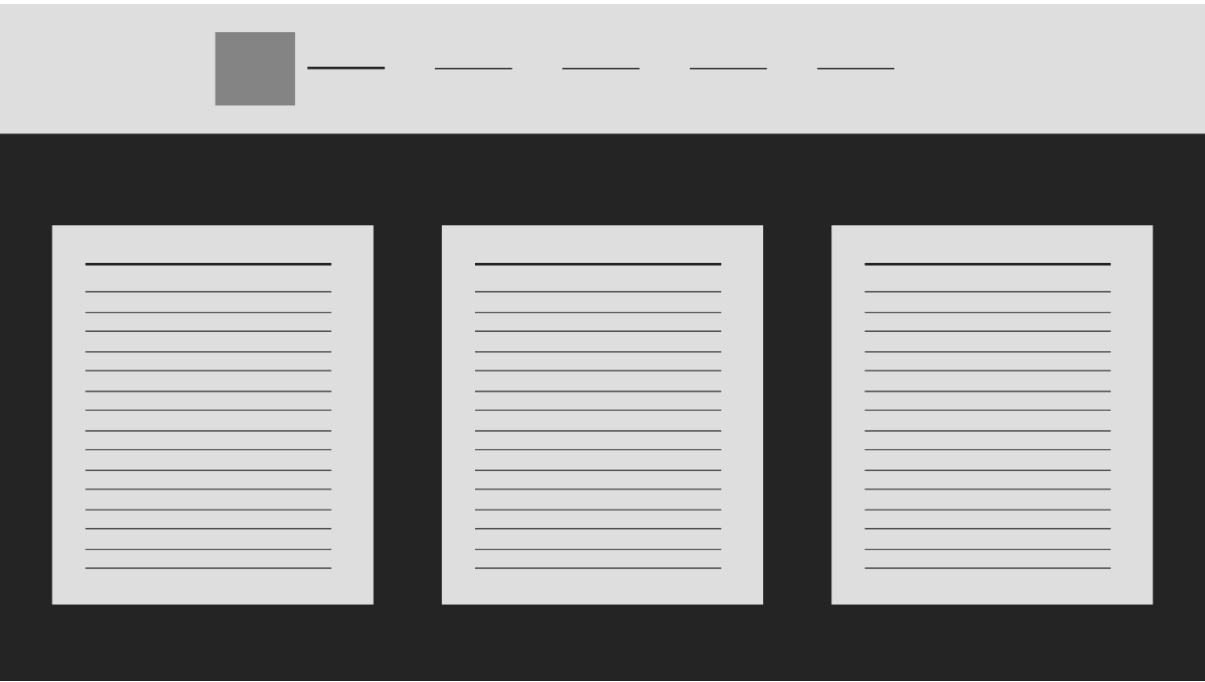
Contact



Full Time Courses Page



Part Time Courses Page



How to apply page

