COMPUTER TRAINING CENTRE
Information Architecture

Project Summary

Website Specification and Subset of Functionalities

Scenario

A small training organisation that provides computer training to the unemployed requires a website that would simplify the user interaction and will be effective, efficient and satisfy specified users "to extent to which an end-user is able to carry out required tasks successfully, and without using the computer application system". (Ravden and Johnson, 1989).

User should be able to enrol to courses, sending applications and stating the courses they wish to attend. Website should provide schedule for sessions where for a given week, there are 12 sessions, two in the morning and two in the afternoon, three days a week. Courses page will provide overview of all the courses in the centre. User would click to the name of the course to display the description. As well as that Schedule page will provide overview of the schedule to the user, so they could choose convenient timing according to their needs.

When a person sends request for a course, they should fill in application form on the Enrolment page giving their Name, Address, Gender, Ethnicity, Age and their Last Place / Type of Employment.

Computer Training Centre will have "Find us" page with traditional contact information and Google map, so user could easily locate the training centre.

Anjela Mikhaylova

Target audience

The website will be aimed at middle age audiences between 45-65 y o.

Personas

Different groups of people will use this website in different ways. Therefore, I will consider one type of user – competent user – since this website mostly would be used by people who are familiar with how to use internet and browse information, and those who tries to find computer training schools in order to apply to courses to any learning centres.

I will consider their goals, expectations, motivations and frustrations in using Computer Training Centre website.

Persona – Competent User Personal:

Daniel Charles, 47 y.o., Male, Married, 3 children;

Highest level of education: Construction and the Built Environment HND Level 5;

Professional background: Road construction operative, highways operative;

Daniel is comfortable using websites and social media on his mobile and tablet to purchase goods, read news or communicate with the people.

Webographics:

Web Experience - 20 years;

Usage Location - home;

Usage platform - mobile, tablet, desktop;

Usage frequency - spare time;

Social media sites - Facebook, Twitter.

Motivation: Daniel is very confident in using internet and thinks that browsing and/or filling forms (e.g. Application forms) should be done in a very short amount of time.

Anjela Mikhaylova

Frustration: Daniel is frustrated when the browser is very slow or sometimes does not respond, and some web pages do not render well on his mobile or tablet. As a competent user he expects that website's respond time will be fast and websites' content will respond to his behaviour and environment based on screen size, platform and orientation.

Colour scheme. Fonts. Look and feel

Size. As my target audience is middle aged people, the size of the text will be large enough.

Contrast. Since it is easier for majority of people to read dark text on a light background, the colour of the font will be Nero (#262626) on white background.

Colours: white, black, grey, and dark-blue that is Rain Sky Color Palette, where lighter or darker shades of the same colour might be used.

Font: Sans-serif.

Navigation model

Website will have six to eight pages with a multi-level structure.

Computer Training Centre website will have flat navigation model. Flat navigation structure will arrange all pages as peers, and all pages will be accessible from every other page: index page, course page, tutors, find page, form page, schedule and site-map.

Figure 1. Flat Navigation Structure