# User Test Report for Fontys ICT Website Revamp

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## Introduction:

In our third group project, we were tasked with revamping the Fontys ICT website to make it more effective in attracting more students. This project was related to our previous project (Media Campaign), so most of the research had already been done, and our ideas for this project were already brainstormed.

We began the design process immediately, creating various wireframes and finalizing a design. We then developed an interactive prototype using Figma. In order to test our prototype and see if it was aligned with the target audience's needs, we decided to conduct a user test with a fellow student at Fontys as this is our demographic.

## Research Question:

How effectively does the revamped Fontys ICT website facilitate prospective students in finding essential information and navigating through key sections?

## User Testing Methodology:

- METHOD: Usability Testing using the Lab Method.
- PARTICIPANTS: Peers from our university, representing prospective students.
- TOOLS: Interactive Prototype on Figma.
- TASKS:
  1. Navigate to the Media Profile section.
  2. Find information about admissions.
  3. Find where you would send a question to Fontys.
  4. Identify the steps required to apply.
  5. Explore the course offerings and details.

## Findings:

1. NAVIGATION TO MEDIA PROFILE:
  - Most users could locate the Media Profile section and reported that it was clear and easy to find.
  - Some users complimented the 'card-style' representation of the profiles.

2. ADMISSIONS INFORMATION:
  - Users successfully found the admissions information easily due to the clear navigation bar and acts as a short cut to certain sections.
  - Users complimented that that admission information for different nationalities was clear and in separate sections which avoids confusion.

3. QUESTION AND CONTACT DETAILS:
  - Users easily found the contact details but pointed out that they would like to see this information in the footer of the page too for easy access.
  - The updated question form was said to be a big improvement from what is currently on the website.

4. APPLICATION PROCESS:
   - Users found the steps required to apply clearly listed and easy to follow.
   - One user suggested adding a progress indicator to show application completion stages.

5. COURSE OFFERINGS EXPLORATION:
   - Users appreciated the detailed descriptions of courses.
   - Some users felt that the course listings could benefit from a filter option to narrow down search results by specific criteria (e.g., duration, degree type, profile option).

**User Feedback:**
- POSITIVE:
  - Clean and modern design.
  - Interactive elements (e.g., buttons, links) were intuitive and responsive.
  - Overall user-friendly experience.

- NEGATIVE:
  - Some unnecessary white space in certain areas that should not be there.
  - Admissions and course details, while comprehensive, could be more easily accessible.

**Recommendations:**
1.PLACE ELEMENTS IN WHITE SPACE AREAS:
   - To increase usability, place things such as images or text to full up the white space.

2. ENHANCE ACCESSIBILITY OF INFORMATION:
   - Simplify the hierarchy of menus to reduce the number of clicks needed to access vital information.
   - Introduce quick links on the homepage for frequently accessed sections.

3. ADD FILTERING OPTIONS FOR COURSE LISTINGS:
   - Implement filters for users to narrow down courses based on their preferences.
   - Enhance the search functionality to include advanced search options.

4. USER INTERFACE IMPROVEMENTS:
   - Add visual cues such as progress indicators for the application process.
   - Ensure consistent design elements to maintain a cohesive look and feel across the site.

**Conclusion:**
The user tests provided valuable insights that helped refine the Fontys ICT website prototype. By addressing the identified issues and incorporating user feedback, we can enhance the overall user experience, making the website more effective in attracting and retaining prospective students. This can be done through using their recommendations such as adding more progress indicators as well as getting rid of

white-space to create a more cohesive design. Other than these recommendations, our prototype was very well perceived and successful.

**What I Learned:**
Conducting these user tests highlighted the importance of aligning design with user needs, preferences, and behaviours. It also underscored the value of iterative testing and feedback in the design process, enabling us to identify and rectify issues early on.