

- Task 1

1. Glossary of Terms

- Web Server

A web server is practically a special type of computer that stores all the files for a website (like images, stylesheets etc.) When someone visits a website like MCAST's, the web server sends those files to the user's browser so the page can load in.

- Web Hosting

Web hosting is the service that makes it possible for the MCAST website to be online and accessible. MCAST likely uses a hosting service to keep their website running smoothly and to handle traffic from students and faculty.

- IP address

An IP address is like the unique digital address of a device or server on the internet. Every website has one, including MCAST's, but users don't need to know it because we use domain names which are easier to remember. Still, the browser connects to the site's IP address to access the right content.

- Domain name

A domain name is the user friendly name we type into our browsers like mcast.edu.mt. It's easier than remembering an IP address. When people want to visit the MCAST website, they just type in the domain name, and it takes them there.

- DNS

DNS (Domain Name System) works like a phone book, so to speak. It takes the domain name (like mcast.edu.mt) and translates it into the actual IP address of the web server that hosts the site. That way, users can type names instead of numbers, and still end up on the intended page.

HTTP/HTTPS protocol

The HTTP/HTTPS protocol is how web browsers and servers talk to each other. HTTP stands for HyperText Transfer Protocol, and HTTPS is its secure version, the 'S' standing for Secure. The MCAST website uses HTTPS to make sure that the data shared between the site and its users is encrypted.

SSL/TLS certificate

The SSL/TLS certificate is what makes that secure HTTPS connection possible. It's a kind of digital certificate that proves the website is legitimate and sets up encrypted

communication. When users see a padlock in the address bar on the MCAST website, that means it has a valid SSL certificate.

2. Internet Services

1. ProQuest Ebook Central

What it does:

MCAST provides access to ProQuest Ebook Central so that students can read, highlight, take notes, and download chapters on the site.

Why it matters:

This is a specialised service that helps users access academic books and supportive sources seamlessly without ever leaving the site.

How it could be better:

They could add single-sign-on so students don't need extra credentials, and add analytics to see which ebooks are most helpful, helping them optimize future library subscriptions.

Task 2

(The Google form survey: <https://forms.gle/TxDNjdu4UwG54RbS8>)

User Persona

Name: Andrea Camilleri

Age: 19

Occupation: Mcast Student

Technical Skills

- Intermediate digital experience
- Confident using websites and digital platforms
- Comfortable with search tools and basic web navigation

Web Usage Profile

- Visits college and institutional websites weekly

Most visited for:

- Researching courses offered
- Checking application or enrolment details
- Occasionally viewing contact information

Key Website Behaviours

First thing Andrea looks for:

- Courses offered and necessary qualifications
- A search bar to navigate quickly
- A summary of what the college offers

Gets frustrated by:

- Overly complicated menus
- Poor navigation
- Unclear or hidden information

Preferred Features

- A powerful search function
- Easy, intuitive navigation
- Clean layout with clear visual hierarchy
- Quick-access links to applications, course pages, and contact details

Summary

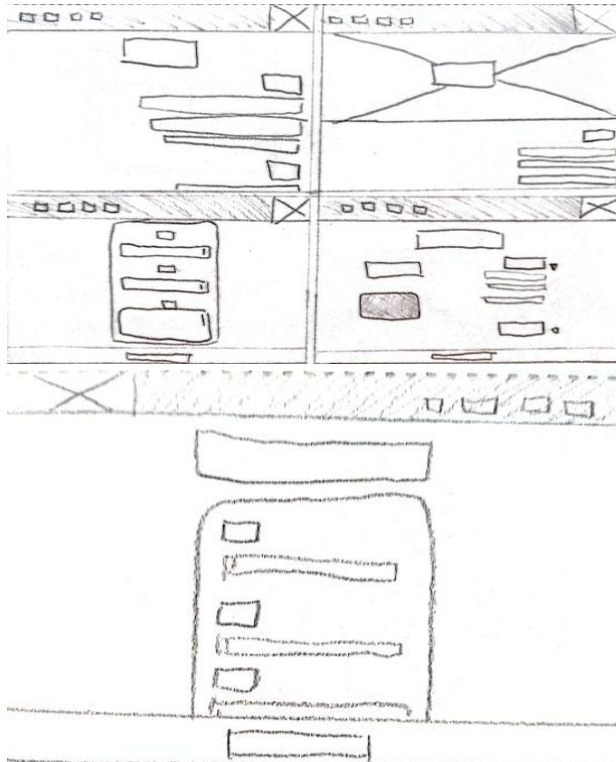
Andrea Camilleri represents the typical student user of an academic website, someone who wants to quickly understand what's on offer, assess course suitability, and access information without confusion.

The user persona was developed directly from insights gathered in the Google Forms survey. The majority of respondents were aged 18–24 and identified as students, guiding the decision to make Andrea Camilleri a 19-year-old MCAST student. Most users had intermediate digital skills and regularly visited institutional websites to explore courses and application information. Survey feedback highlighted the importance of search functionality, simple navigation, and quick access to course details, core preferences reflected in Andrea's profile. Additionally, frustrations like poor layout and unclear

information shaped her behavioural traits, helping ensure the persona represents real user needs and expectations.

Design Plan

-Wireframes



-Style Guide

- Color Palette

Primary color: #001233

Secondary color: #FFD100

Background color: #f9f9f9

Text color: #333

Footer color: #001737

- Typefaces

Arial, Sans Serif

- Spacing Rules

Padding :4rem / 2rem

Buttons padding: 1rem / 2rem

Containers: centered with margin: 0 auto;

Gaps between elements: 2rem / 1.5rem

- Visual Language

Rounded corners

Subtle box shadow on forms and images

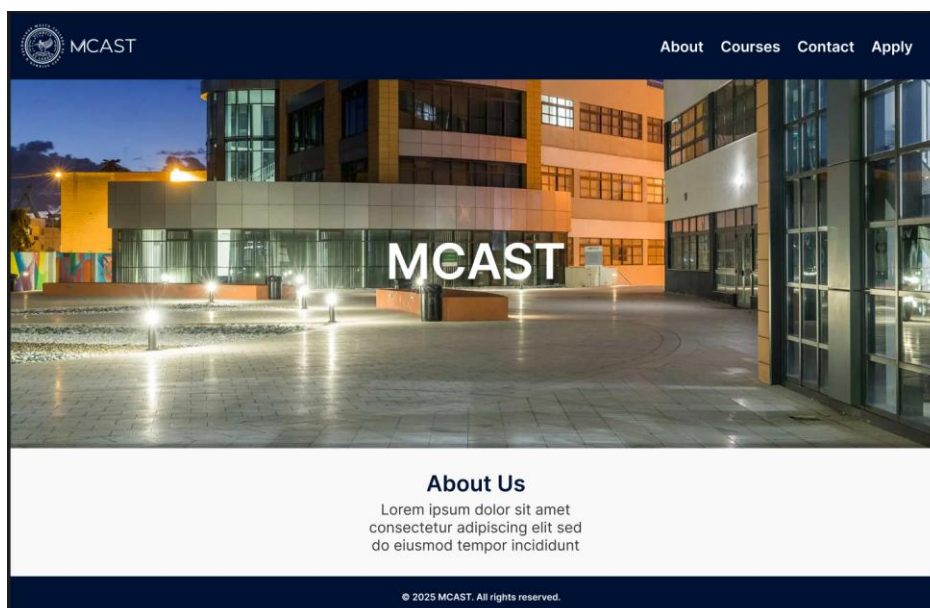
Text shadows on hero headings

- Button style

Dark blue, white text

Hover: Yellow, black text

-Mockup



Task 4

The redesigned website strongly aligns with the needs and expectations of my user persona, Andrea Camilleri, a 19-year-old MCAST student with intermediate digital skills. One of the key strengths is the clean and structured layout, which supports quick navigation, something the persona highly values. Sections in the navigation bar found on each page such as Courses, Application, Contact and Apply are easily accessible, and the consistent spacing (using 4rem/2rem padding and margin: 0 auto;) keeps content organised and easy to follow.

The choice of a simple and familiar typeface (Arial, sans-serif) combined with a consistent color palette, #001233 (navy), #FFD100 (yellow), and light backgrounds ensures readability and a professional feel. Buttons are clearly styled for interaction, with hover effects that enhance their feedback and usability. This simplicity directly supports Andrea's preference for intuitive and more frustration-free browsing.

The inclusion of visual features such as rounded corners, text shadows on headers, and subtle box shadows gives the site a modern look without visually overwhelming the user. These aesthetic choices maintain a clean interface that matches Andrea's need for clarity and ease of use.

However, there are some areas for improvement. The current version lacks a search function, which the user persona had identified as a priority. The survey respondents expressed frustration with poor navigation and so even though my structure is clean, the absence of search functionality may still hinder quick access. Additionally, feedback from one of the survey respondents noted, *"I wish it was easier to just search what I need rather than clicking through."* adding onto the need for this search feature.

Overall, I believe that my redesign reflects a solid understanding of the user's core needs; simple navigation, visual clarity, and accessible layout. With enhancements like a built-in search bar and improved homepage callouts, it could become even more effective and user-centered.