



# Fontia Final Presentation

Group 2

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## OUR MISSION STATEMENT

"Recruiting students far and wide to help  
them pursue education and careers in ICT  
Media,,

# Assignment Overview

- Goal: Website Fontys ICT & Media
- Solution: research
- 4 research questions

The background features a light gray base with large, organic, overlapping shapes in muted olive green and dusty rose. In the top left corner, there is a stylized, light gray illustration of a pine branch. Two thin, white, curved lines sweep across the bottom right portion of the image.

# Research Questions

# What are the requirements of our stakeholders?

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Used DOT-Method: Field

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Our Stakeholders

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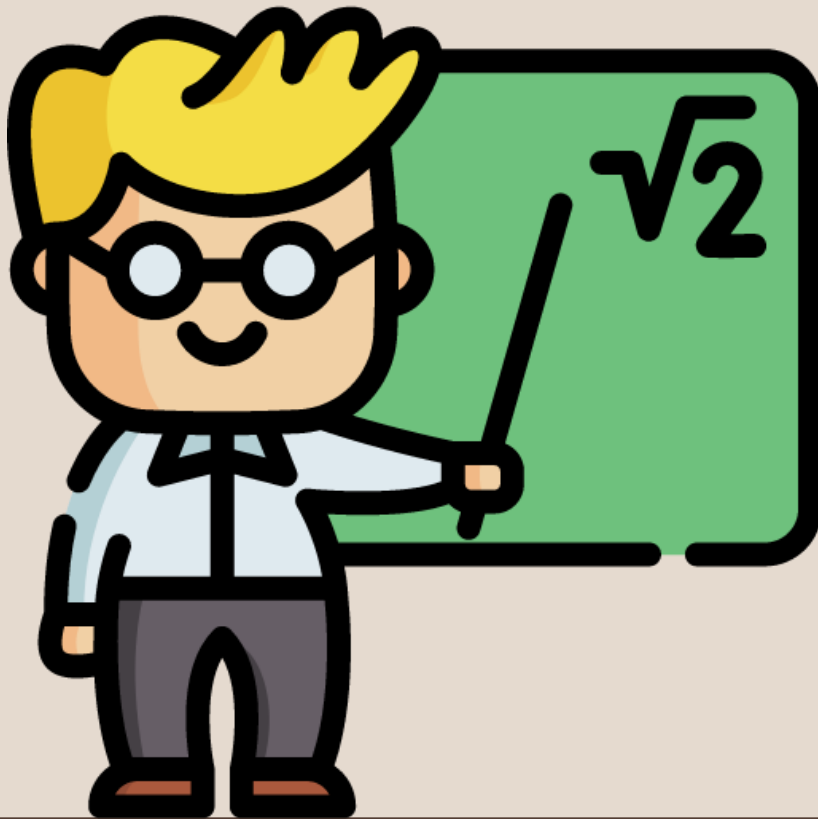
Role of Stakeholders

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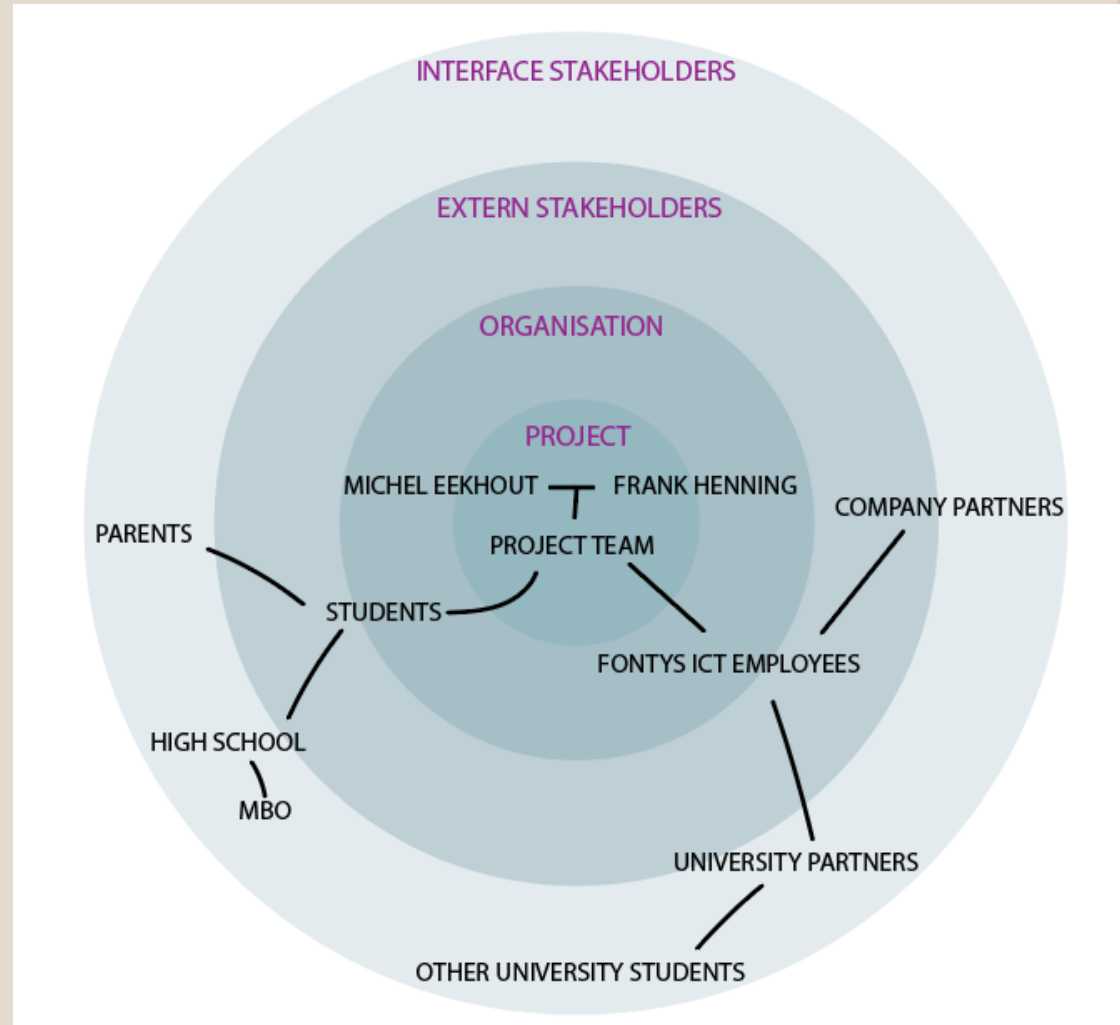
Relations between Stakeholders

# Our Stakeholders

- Interest and influence of the Stakeholders



# Relations between Stakeholders





# Who are our targeted audience?



Used DOT-Method: Field Method



Gather data for research



Interview



Survey

# Interview



Gather a range of perspectives



Semester 1, 2, 3 & 7

# Survey



Questions made for target audience



Survey got 18 answers



# Conclusion of these two research

- THEY WANTED TO BE MORE CREATIVE AND ENJOY THE DIVERSITY AND FLEXIBILITY OF THE COURSE.
- STUDENTS FOUND IT DIFFICULT TO FIND DETAILED INFORMATION ABOUT THE COURSE CONTENT AND STRUCTURE ON THE FONTYS WEBSITE.
- STUDENTS WERE INTERESTED IN LEARNING ABOUT PROGRAMMING AS PART OF THEIR STUDY.
- STUDENTS FELT HAVING A TRIAL OR ORIENTATION TO GET A BETTER UNDERSTANDING OF THE COURSE WOULD BE HELPFUL.
- LACK OF INFORMATION ABOUT WHAT STUDENTS WILL BE DOING IN EACH SEMESTER.

What information do the users want to see on the website?

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Used DOT-Method: Stepping Stones

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Know the targeted audience better

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Empathy Map

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Personas

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Requirements

# Empathy Map

- Based on interviews
- Get to know our users better
- Write down what every interviewee says, thinks, does and feels
- Summarized the results

|   |  |
|---|--|
| <b>Says</b><br>Likes diversity, creativity, independence<br>Wants a more board view on the course<br>(the practical phase, specialisations) | <b>Thinks</b><br>Software was not for them<br>Course content was not clearly explained |
| <b>Does</b><br>Enjoys front end development<br>Enjoys the course  | <b>Feels</b><br>Likes the assignments<br>Likes being creative                          |

# Personas

- Based on research and interview
- Needs, wants, goals, expectations and habits



**Marthe Hylda, 19**  
Semester 2 ICT&Media student

|              |           |
|--------------|-----------|
| Relationship | Yes       |
| Education    | HBO       |
| Occupation   | Student   |
| Location     | Eindhoven |

Creative

Studious

Caring

“

I chose to study Media to be creative. Software is not for me. I like to do HTML and CSS and learn new things. I'm excited to see what the study will be like.

**Bio**  
I chose to study Media and not Software because I like front-end more than back-end. I want to know what I can expect in the ICT&Media course, for example what modules I have. I also want to know what kind of jobs I can do after graduating. In my free time I like to make digital drawings on my drawing tablet, hanging out with friends and shopping.

**Goals**

- I want to learn Javascript
- I want to learn more about designing, for example with Adobe
- I want to make a good choice for the specialisation, so I can do the specialisation that fits me the best.

**Motivations**

|                      |   |
|----------------------|---|
| Freedom              | ● |
| Good job after study | ● |
| Likes designing      | ● |
| Studious             | ● |

**Frustrations**

- I don't know the jobs that match the ICT&Media profile.
- I don't know how the others semesters look like from the ICT&Media course.

**Personality**

|            |   |             |
|------------|---|-------------|
| Introvert  | ● | Outrovert   |
| Analytical |   | Creative    |
| Active     | ● | Passive     |
| Ambitious  | ● | Aimlessness |

# Requirements



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User & Functional

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User: what user wants

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Functional: information and structure

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Based on the research



# User Requirements

- Clear understanding of what the users of the website want and need

- 1- As a student I want to know more about the specialisations so that I can choose the best specialisations for me
- 2- As a student I want to have freedom of creativity and thought so that I can bring own contribution to the projects
- 3- As a media student I want to create a design so that I can have impact on people/users.
- 4- As a student I want to have a clear view of what to expect in the media course in order to choose which profile I want.
- 5- As a student I want to have in depth explanation of the syllabus on each (different) semester.
- 6- User prefers to having short videos and/or pictures that draw you attention, for explanation rather than only text
- 7- Students wants to have some graduate or experienced student in the profile to explain or provide you more information

# Functional Requirements

- Outline the specific functionality what the website should have

## **1. The user should see a page about what the ICT & Media study is.**

- 1.1 The page has the admission requirements displayed.
- 1.2 The page has some pictures of the building, so people can see what the campus looks like.
- 1.3 The page has an address section, with where the campus is located, socials, and phone numbers (from desk).
- 1.4 The page has a button with navigation to the semester overview.
- 1.5 The page has a short video explanation of the course.

## **2. The website should have a home page.**

- 2.1 The home page has an attractive and interactive design.
- 2.2 The home page has a navigation bar, to all the other pages.
- 2.3 The page shows pictures of the Media Design course.
- 2.4 The page makes clear it's about Fonty's Media Design course.
- 2.5 The page has some big quotes, about what students think of the Media Design course.

## **3. The user should see a page with all the jobs you can get in the future.**

- 3.1 The page displays jobs, with some information about what the job is.
- 3.2 The page has pictures that match the information on the page.
- 3.3 Job overview contains name of the job, information about the job and why it matches the Media profile.

## **4. The user sees a page with an overview from all the semesters.**

- 4.1. The page has information about what you do in all the semesters.
- 4.2 The page is ordered from semester 1 till 7.
- 4.3 The page has some pictures which match the information on the page.
- 4.4 The page shows information about what specializations match the Media profile.
- 4.5 The semester sections have a title of the semester, description of what you do every semester and how a week or a day looks like in that semester.

# How can the design attract the users?



Used DOT-Methods: Workshop and Field



Sketches



Fidelity's



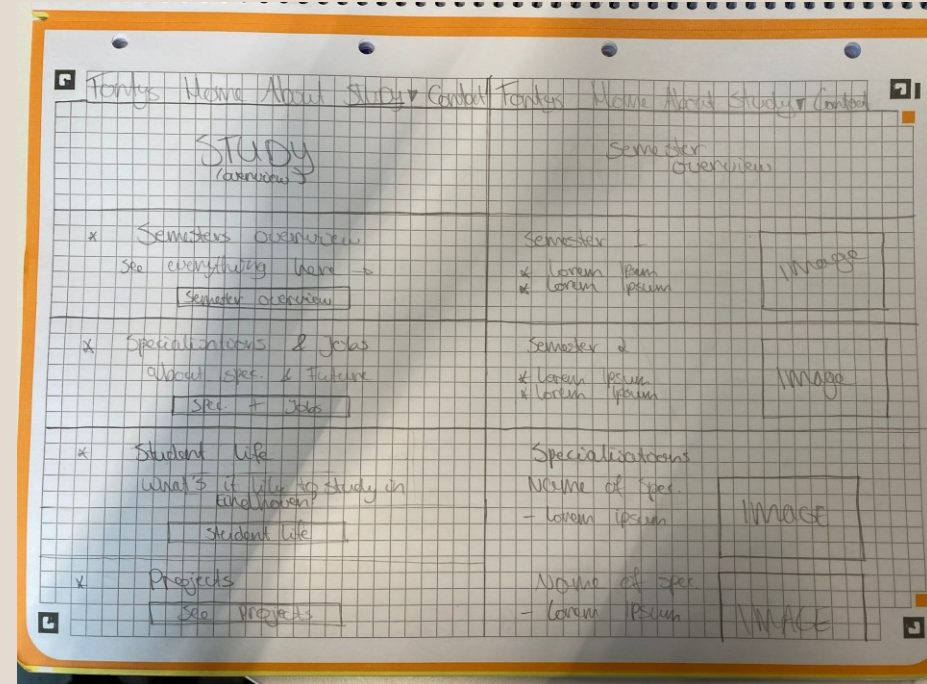
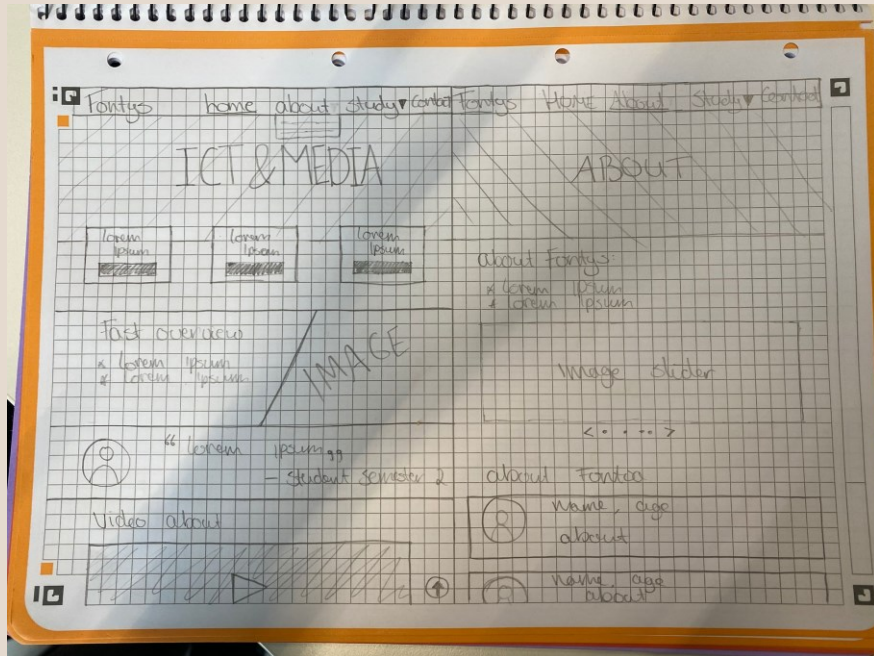
Research



Storyboards

# Sketches

- Workshop method
- Started with sketching



# Fidelity's

- Workshop method
- Low, Mid and High
- Great way to visualize design
- Created it in Figma
- Used Fontys colors & fonts
- Each fidelity step is closer to the final product

# Prototype

- Workshop method
- Shows the flow of the website
- Interactive
- Used for user testing

# Research

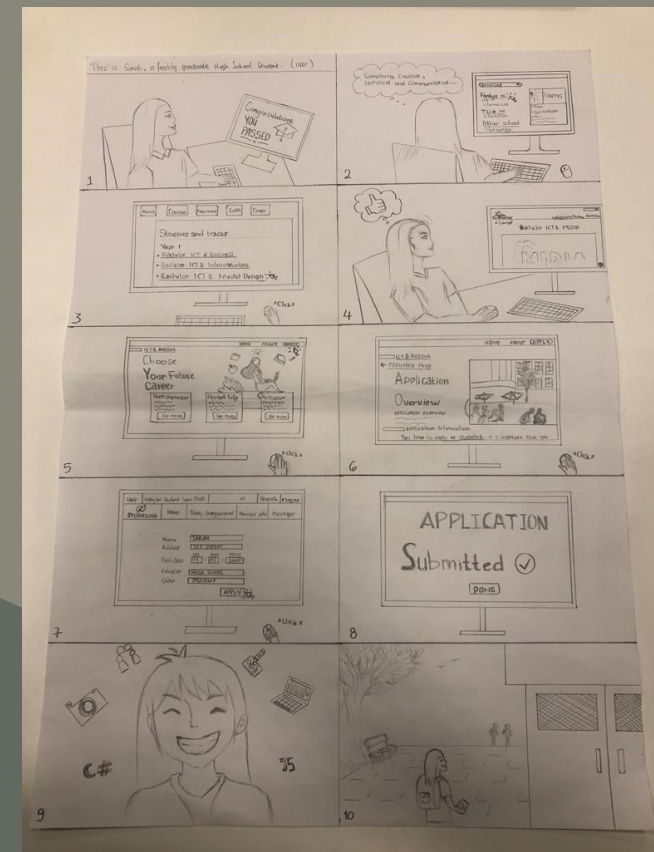
- Field method
- Interviews & Surveys
- **Interview:** 2 students & 1 teacher
- Task to see interaction
- **Survey:** A/B testing
- Which design?

# Story Boards

## FIRST STORYBOARD



## SECOND STORYBOARD







## THE WEBSITE

Link here

The background features a light gray base with large, soft-edged organic shapes in muted red and olive green. A thin white line outlines a shape on the right. In the top left, there is a faint, stylized illustration of a leafy branch.

# Thank You

Any questions?