Fontia Final Presentation

Group 2

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Table of Content

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

Research Questions

What are the requirements of our stakeholders?
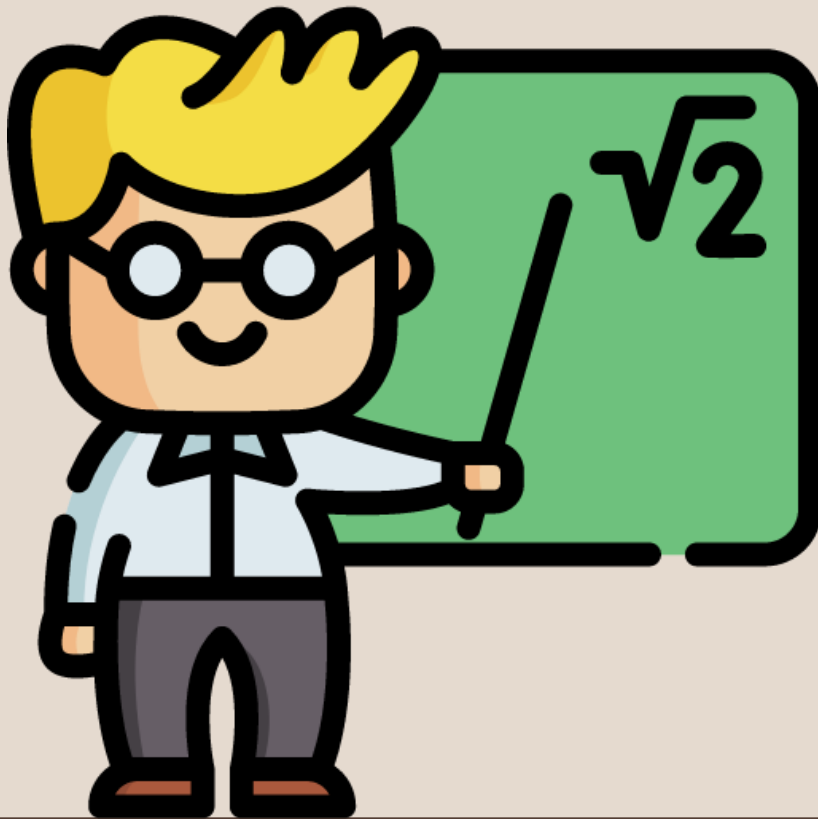
Used DOT-Method: Field

Our Stakeholders

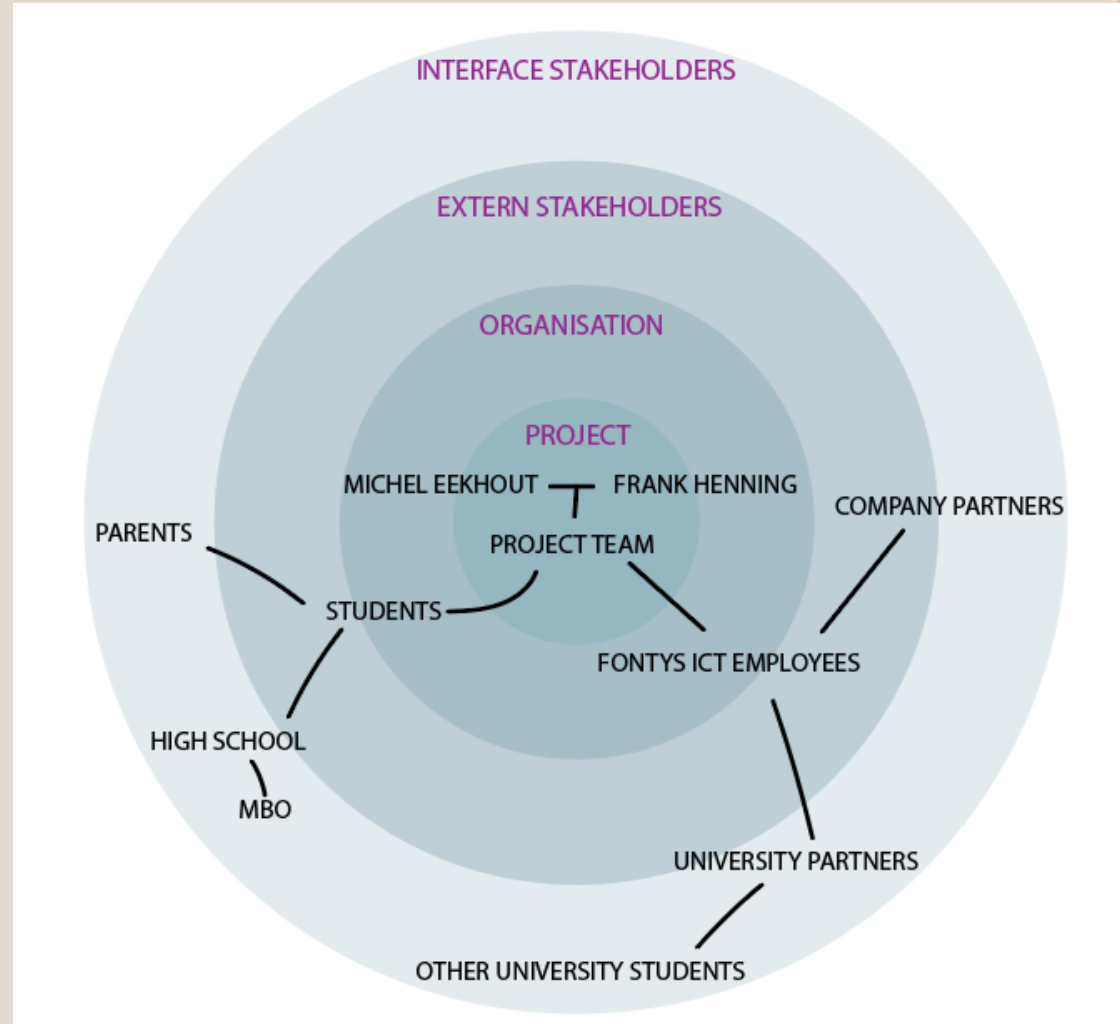Role of Stakeholders

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 FELT HAVING AN 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?

Used DOT-Method: Stepping Stones

Know the targeted audience better

Empathy Map

Personas

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

Says	Thinks
Likes diversity, creativity, independence	Software was not for them
Wants a more board view on the course (the practical phase, specialisations)	Course content was not clearly explained

Does	Feels
Enjoys front end development	Likes the assignments
Enjoys the course	Likes being creative

Personas

- Based on research and interviews
- 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 then 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, haging 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.

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.

Motivations

Freedom

Good job after study

Likes designing

Studious

Personality

Introvert — Outrovert

Analytical — Creative

Active — Passive

Ambitious — Aimlessness

Requirements

User & Functional

User: what user wants

Functional: information and structure

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?

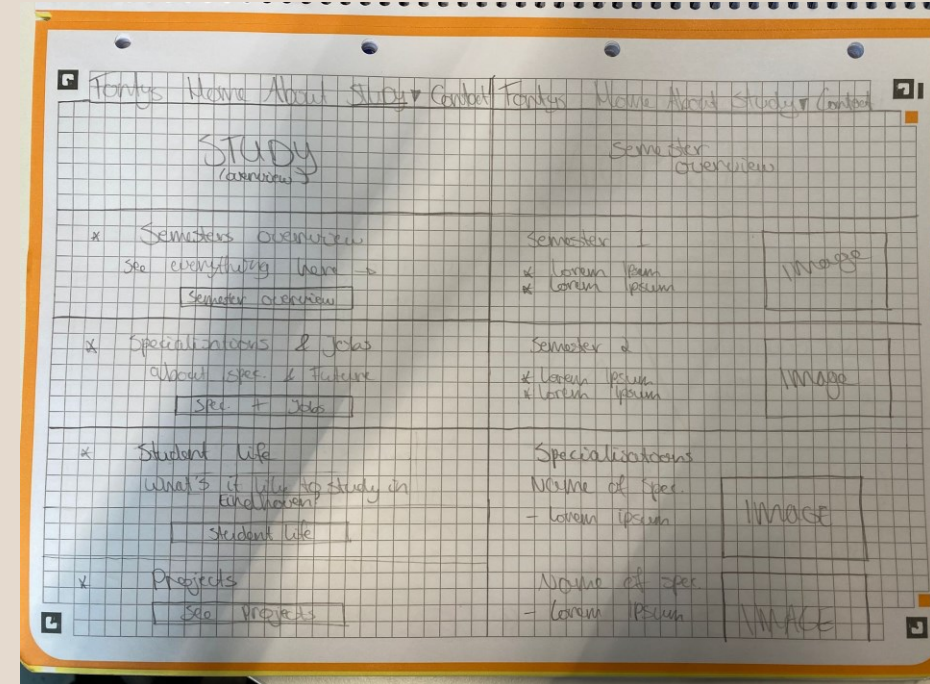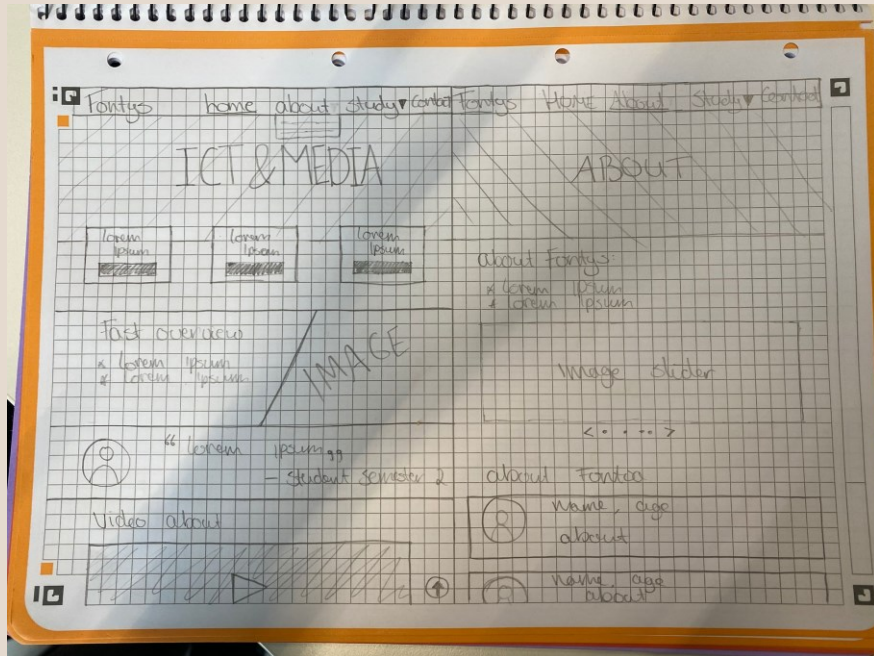Used DOT-Methods: Workshop and Field

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
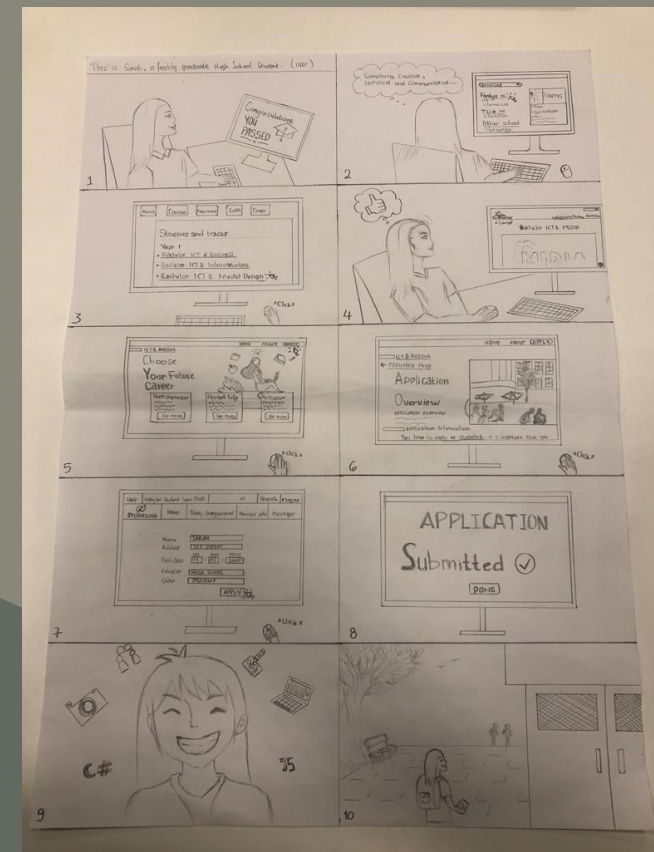- Used for user testing

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

Thank You

Any questions?