

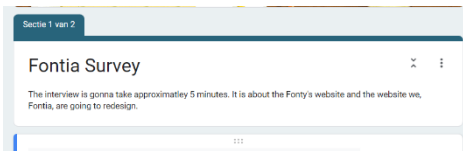
Pitch Document UCD – Fontia

Survey and AB testing

We combined the survey with AB testing. This way it is easier to get multiple answers with simple questions in a short amount of time. The important thing we kept in mind is that the testing should be comparing the Fontys website and the redesigned website. the questions also shouldn't be too general nor too detailed in order to keep the attention of the users making the survey. With those two important things in mind we made the questions.

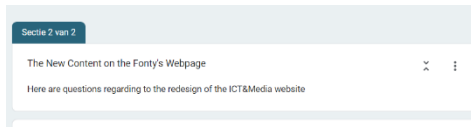
The first section of the survey is about the Fontys website: what did they like about it and what not.

The picture of the page is shown and the questions are about that picture. This way they won't have to switch tabs and it will encourage them to continue making the survey. We think getting these answers are important because it will show us what the Fontys provided are actually important to implement in our website or the opposite.



The second section is about our redesigned website. The structure is almost the same as the first section, but this time another thing is added: comparison. We

compared our first high fidelity with the latest redesign. The user can compare the two of them and chose the one they think is fit better or if it is straightforward. The user also can explain their reasoning.



We asked what people would change about the Fontys navigation bar. The most people wanted to have the navigation shorter. After this question, the person had to give feedback on the navigation bar that we designed. We got a lot of feedback about the application button. The part that the people wanted to see the most on the student life page was the transportation, with 36,4%, housing and finance, both with 18,2%. 63,3% of the people think that making a quiz helps them with their study choice and 54,5% of the people would also want to see reviews of students. We showed a picture of our homepage in the survey and asked what was the first thing that came to their minds when they saw our page. A lot of them said that the page contains a lot of information. The new header got an average score of 5,5 out of 10. 63,6% of the people think that the quiz section is easy to find on our page. We also asked the people what they thought about our other (older) header, which people clearly liked more since it has an average score of 6,3 out of 10.

For the A/B testing, we added both designs into the survey to see which one scores better. We asked the people to choose the one they liked more. For the homepage, the newer own scored a bit better: 54,5%. The same we did for the application overview page, the older one scored with 72,7% better than the old one. The new one did score better with the student life page: 81,8% of the people liked that one more than the old one.

Storyboard 1:

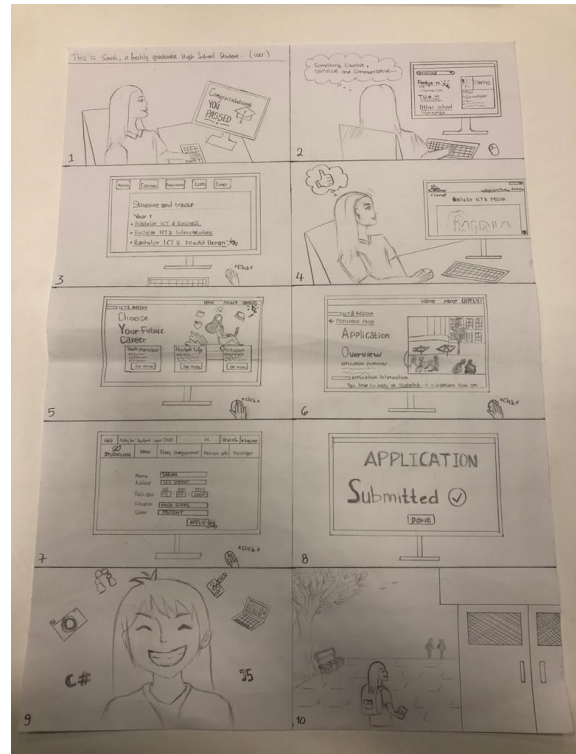
A student wants to know more about Fontys. He opens the application Google and types in Fontys. The first result isn't Fontys but apparently Fontia. He entered the website out of curiosity. The homepage opens and he is looking at what this page has to offer. It shows good information, but it isn't clear to him what this is about. He scrolls down trying to find more information, but it isn't what he is looking for (because he wants to know more about Fontys). He then comes to the study overview where he looks the student life because he wants to know more about what the life of a student there is. On the student life page find that this page is not about the life of a student at Fontys but more information about useful websites. It is like the content is on the wrong page, but he is still surprised about all the information, and he decided. He goes back to the study overview and clicks on the apply button. On the application page he clicks to go to Studielink where he applies



for Fontys ICT. And after a few months his first day at school begins. Where he starts his new adventure.

Storyboard 2:

A freshly graduate high school student wants to continue her studies in the Netherlands. She browses the internet in search of different schools that are in the direction of creativity and programming. The results led her to find Fontys where the Bachelor ICT & Media caught her attention, and she opened the website page that led her to the Fontia website in which she clicked on out of curiosity. She continues to research about the study program and read through the website's information and content. The study program really looks like the study she was looking for where she immediately applied for the program where she landed in the application overview to help her understand how to apply with a step by step written tutorial and she would get redirected to the Studielink website to apply. She fills in all her credentials and requirements to apply and sends the application and succeeded with applying. She seems happy and satisfied, she looks forward to the day she can start with the program where she is already imagining what she would learn and do during the study program. A few months later it is her first day of school and she is ready to start a new chapter in her life.



Task analysis

The task analysis is where you add a task that a person has to do and divide it with sub tasks that the user has to do to complete it. We added tasks where the user wants to know information about something, and added sub tasks with pages where the user has to search to find that information.

Interview

Our goal of this interview was to get to see the user interacting with the prototype. We wanted to know what they experienced while exploring our page: think about the design and the functionality. The interview will be interviewed by two students/researchers. One is asking the questions and the other will observe the user interactions. We used a big screen which is connected to the laptop to see where the user will be going, struggling or looking.

What we find out about the student life page, was that it was hard for the user to find, while the semester page was so easy to find. We got as feedback that instead of having 2 navigation blocks for the semesters, it would be better to change one of these blocks for student life. Something else we found out, was that the header text on the blocks should be bigger, and not the same size as the rest. The homepage structure isn't organized: the layout looks confusing. There are too many information in a certain small area or it is not clear where the user can look at. The wording in the website is confusing. For example the application overview and apply now. Both of them will redirect to the same page however the words can be intercepted differently.