# Part 2 – User Research Analysis

## User Needs

|  |
| --- |
| Clearer navigation, especially from the top navbar |
| Access to job opportunities |
| Networking with alumni |
| Clear call to action buttons e.g., for the donation page |
| More accessibility options e.g., languages, and colour changes for colour-blind people |
| Brand design should target both male and female demographics |
| Consistency with navigation |
| Consistency with design layout |

## User Groups

|  |  |  |  |
| --- | --- | --- | --- |
| **Geographic** | **Demographic** | **Psychographic** | **Behavioural** |
| **University:** Solent | **Age:** 18+ | Introvert | Ad-hoc |
| **Region:** Hampshire | Solent Alumni | Extravert |  |
| **City:** Southampton | Final year UK students | Carefree |  |
| **Total Alumni:** 75,000 | Final year students from abroad |  |  |
| UK Residents | Online only students |  |  |
|  | Solent University |  |  |
|  | Alumni staff |  |  |
|  | **Gender**: Male & Female |  |  |

## Survey Evaluation

The first section of the survey was designed to develop an understanding of who the users were, so a persona could be created about them at a later point, therefore the questions included things like what their full name was, whether they have a disability, what course they're studying, and whether they come from abroad or live and study in the UK. After all users had filled in the survey the responses were quantified via bar charts in Microsoft Excel (See Appendix Six), although questions 9 and 11 were automatically quantified into bar charts in Google Forms. The results from question two show that 60 percent of the responses came from males, while 50 percent of the responses said they had a disability. It is worth noting that only two out of the four users chose to respond to the question about disabilities, but regardless the prototype will need to utilize more accessibility features, possibly with Recite Me (Recite Me, n.d.), as discussed in Part 1. Furthermore, despite most responses being male, this data may not be reliable because of the low percentage of students who took the survey; therefore, the upcoming prototype will be catered to both genders. Other responses for the survey included what course they were studying, and whether they live and study in the UK or come from abroad. The idea behind these questions was to use deductive logic (Jokhio and Chalmers, 2021) to develop an understanding of what kind of demographic the prototype should target and uncover how the responses relate to UX principles e.g, desirable, useful, accessible, credible, findable, useful, and valuable (Usability.gov, 2021). Most responses said they were studying a Digital Design & Web Development course, while this will factor into creating the personas in Part 3 it may not factor into the prototype, because of the small amount of data accumulated, therefore the prototype will be designed to be accessible to everyone.

The second section of the survey delved deeply into the alumni site to deduce what users thought of it. Questions included: what they liked about the site, what they didn’t like, what features they’d like to see added, the most important aspect of an alumni site, how it compares to other universities, and how Solent's alumni site shouts about their value. Much like the first section, the responses were broken down into bar charts in Excel. Interestingly, most responses said they liked the design and brand consistency e.g., same use of colours, logo, and layout. Other responses stated they found the site informative, useful, and mobile friendly, however, the majority also said the navigation needs improving and in contrast to what was said earlier some responses stated they thought the overall layout could be improved. Another response stated that some of the text over images was hard to read, which could be an accessibility issue and something worth addressing in the prototype. In terms of what features users would like to see added, there was no consensus with each response being different. That said, responses included a section for current students e.g., prospective alumni, an improved navbar and better call to action buttons, and a list of alumni jobs which are available right now. Furthermore, in terms of what users thought the most important aspect of an alumni site is, 100% chose job opportunities, 80% chose networking, 60% chose events, and 20% chose donations and start-up opportunities. Based on these statistics, the prototype will be informed by networking and job opportunities above all else. When asked how Solent’s alumni site compares to other universities most responses said it was consistent with the design of Solent’s parent site, while others stated that the site has less clarity about what it offers compared with other universities like Hull and The University of Southampton, therefore prior to starting the prototype further research will be undertaken to identify these differences and ideate a solution for Solent’s alumni site. When asked if the university could do more to shout about the value the alumni site offers and how users would like to see them do it, 80% said by social media and another 80% said monthly events. This information will no doubt help devise a marketing strategy going forward when the new alumni site is ready for launch.

## Contextual Interviews Evaluation

A total of three people were individually interviewed for this assignment. Interviews took place in a face-to-face setting rather than online, so it would be easier to push users to expand on their answers and avoid potential Wi-Fi problems. While the questions were the same ones used for the survey, the approach taken was different e.g., I’d ask them to follow up on the questions to get specific answers, ensuring as much detail as possible was captured. The Otter (Otter.ai. 2021) mobile app was used to record each conversation and then export them from my phone to my laptop, where the transcripts would manually be edited by myself in Microsoft Word ensuring all words were pronounced correctly, which was an issue with all raw transcripts. For example, Otter was unable to pronounce “Solent” and instead read “silence”.

Before recording all participants, I made sure to get consent. By this I mean I asked if they were comfortable being recorded and whether they agree to participate in the interview. If they had said no to either question the interview would not have proceeded any further, however, everyone gave consent, so this was not an issue going forward.

In terms of the responses, much like the survey data they were broken down into bar charts in Microsoft Excel. Upon receiving consent from the user, the first section of questions used deductive logic (Jokhio and Chalmers, 2021) on all responses to determine the kind of demographic that will need to be devised for the persona in Part 3. The results show that most interviewees were male, with only one female. Furthermore, while most said they didn’t have a disability when asked, one participant chose not to say. I chose to interpret this answer as they chose not to disclose their disability, therefore accessibility features should be included in the prototype. In terms of what course each participant was enrolled on, two said Digital Design & Web Development while one said Information Technology Management. The same results occurred for whether they came from abroad or not, with two saying they live in the UK and study at Solent and one saying they come from abroad and are studying at Solent.

For the next part of the interview, discussions focused on what participants liked, disliked, and wanted to see added to Solent’s alumni site. The responses were like that of the survey e.g., many interviewees liked the use of colours, brand consistency and use of imagery, while they tended to dislike the navigation more than anything, with one participant saying a top navbar should be included rather than the grid system, and another saying a hamburger menu would be ideal for both mobile and desktop. Other dislikes included the layout, the lack of alumni stories, lack of information on the homepage, and call to action buttons. When it came to what they’d like to see added there was no majority. That said, responses included:

• Student success stories

• Clear call to action button for donation page

• Job opportunities advertised

• Clear navigation on the top of the alumni site

All the above suggestions will be included in the prototype.

The final part of the interview focused on what participants thought the most important aspect of an alumni site is. It’s worth noting the participants included multiple answers which explains why the responses were three responses for networking and two for job opportunities. Other questions included how Solent’s alumni site compares to that of other universities. Two responses stated Bournemouth had better navigation. When I pushed on what they meant by this, their response was “it provides very clear navigation along the top in a bubble form”. This alumni site will certainly be used to influence the design of the prototype.

The next question, which was do you think the university could do more to shout about the alumni site’s value and how would you like them to do it proved difficult to breakdown, due to no response having a majority. One participant said they’d prefer to receive updates and invites via email as there is a fear it could get lost in the shuffle on social media, especially if you don’t follow them. That participant also suggested linking to a newsletter via email marketing to update and inform alumni of upcoming events, job opportunities, and networking. Other responses included events on social media and place more value on the mission statement. One extra question was asked of all participants which was whether they were aware of Solent’s alumni Twitter page. None were. This certainly shows that a new marketing strategy will need to be devised and the email marketing strategy previously mentioned could bear fruit.

## Summary

This section of the report discussed the following topics:

* Why such a small number of users were surveyed and interviewed
* How GDPR was utilized when collecting survey and interview data
* How survey and interview responses were broken down into bar charts and graphs
* Which answers held the majority based on survey and interview data
* Software used to record contextual interviews
* How the interviews took place
* How the interview transcripts were exported
* User needs table influenced by responses
* User groups table influenced by responses

# Part 3 – User Journey

## 4.1. User Personas

See Appendix Eight

## 4.2. User Scenarios

**Scenario 1**

Jasmine, 28 is a recent graduate from Solent university and is looking for job opportunities in UI design (User Interface) in her local area of Southampton so she can remain close to friends and family and not spend too much on travel. She is a highly skilled designer who not only undertook a 1-year work placement as part of her university course but also built a strong portfolio through freelance UI (User Interface) design work. History has shown that Jasmine is a good team player, but also works well independently and has produced some exceptional designs.

Jasmine’s ideal position would be one where she can progress to earn more money and take on more responsibility. To achieve this, she believes she will need to network and build connections in the right circles. So far, she has tried joining and engaging in groups on social media, particularly on LinkedIn, but has not heard back from anyone she's reached out to so far. She also looks for events and job opportunities on Solent’s alumni site, but often there is little information to be found.

**Scenario 2**

Sam, 24 is a recent graduate from Solent university and is looking for job opportunities in Programming in his local area of Southampton so he can remain close to friends and family and not spend too much on travel. He is friendly and sociable and works well as a team member and independently. At present, he lives in a pre-paid student residence, but must move out in two months so needs to find a job before then to avoid moving back home with his parents.

Sam specialises in Python, PHP, Java, and C++. As part of his course at Solent, he undertook a 1-year work placement where he worked for a web development agency where he further enhanced his skillset. Eventually, he would like to progress to project manager, so is looking for a company that offers room for progression.

So far, Sam has reached out to and spoken to various employers and agencies on LinkedIn, but with little success. He had hoped that Solent’s alumni site would help him find work, but possibly due to the pandemic no events have been advertised lately.

## 4.3. User Goals

|  |
| --- |
| **Jasmine’s Goals** |
| Find UI (User interface) jobs |
| Jobs must be in Southampton |
| Opportunity for progression |
| Find places to network |
| Information must be easy to find |

|  |
| --- |
| **Sam’s Goals** |
| Find programming jobs |
| Jobs must be in Southampton |
| Needs to find a job within two months |
| Opportunity for progression and more responsibility |
| More events advertised on Solent’s alumni site |

## 4.4. Flow of Tasks/Information/Screens/IXDs/Contents/Information Architecture

See Appendix Nine

## 4.5. Empathy Mapping

See Appendix Ten

## 4.6. Usability Metrics

|  |  |
| --- | --- |
| **Metric** | **Measured by** |
| Layout | Inability to detect something users need to find; Aesthetic problems; Unnecessary Information. |
| Terminology | Unable to understand the terminology. |
| Feedback | User does not receive relevant feedback, or it is inconsistent with what the user expects. |
| Comprehension | Inability to understand the instructions given to users on the site. |
| Data Entry | Problems with entering information. |
| Navigation | Problems with finding users way around the test site/system/software. |
| Ease of Use | How simple the site is to interact with for the casual user. |

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# Appendices

## 9.1. Appendix One – Gantt Chart

Graphical user interface, table

Description automatically generated

## Appendix Two – Sitemap

A screenshot of a computer

Description automatically generated with medium confidence

## Appendix Three – Mark and Mike Feedback

Text, letter

Description automatically generated

Text

Description automatically generated

Text

Description automatically generated

## Appendix Four – Contextual Interview Transcripts

### Interview One

**Will** 0:01  
Okay, this is William Hughes interviewing Jasmine Halewood for the UX assignment. This is contextual interview number one. So, Jasmine, what course are you currently studying?  
  
**Interviewee One** 0:16  
I'm studying the digital design and web development course.  
  
**Will** 0:20  
Brilliant. And what is your biological sex?  
  
**Interviewee One** 0:23  
Female.  
  
**Will** 0:27  
And do you live in the UK and study in the UK or are you here from abroad and studying at Solent?  
  
**Interviewee One** 0:35  
I live and wait what was the question?  
  
**Will** 0:40  
If you live in the UK and are studying at Solent?

**Interviewee One** 0:45

Yes.

**Will** 0:47

Brilliant. And have you had the chance to look at Solent’s Alumni website?  
  
**Interviewee One** 0:52  
I have had a brief look. Yeah.  
  
**Will** 0:54  
What did you like about it?  
  
**Interviewee One** 0:58  
What did I like about it? I like the images. The use of visuals I thought was good. Colour was very eye catching.  
  
**Will** 1:13  
Brilliant. And what features would you say needs improving on Solent’s alumni site?  
  
**Interviewee One** 1:19  
Definitely the navigation. I found it really difficult to find the information that I wanted to find.  
**Will** 1:26  
Could you be more specific? I mean, what kind of information were you looking for and how were you trying to navigate?  
  
**Interviewee One** 1:31  
What information was I looking for? I just remember going on it trying to find out what the alumni actually is and there's not really a good explanation on there and I remember it took me quite a few clicks to actually find the information what I wanted to find. And that goes with all of the information on there, including like donations and stuff like that. I just found the navigation to be really confusing overall.  
  
**Will** 2:05  
Fair enough. And what features would you like to see added to Solent’s alumni site, if any?  
  
**Interviewee One** 2:15  
I think they need some sort of clear navigation along the top of the website, rather than I think it was all on the right-hand side under little columns. Yeah,

**Interviewee One** 2:26  
Once you click onto it, it moves on to the right-hand side, which is pretty confusing. So yeah, some form of simple navigation on the top. I think would be helpful  
  
**Will** 2:39  
and what do you think is the most important aspect of any alumni site? Some examples of this could be networking, donations, events, job opportunities, start-up opportunities, student stories or potential reunions.  
  
**Interviewee One** 3:00  
I mean, I like the sound of reunions. I haven't thought of that before, but I would say my own personal like, what I would want to use it for is probably networking. Yeah. Networking and finding job opportunities, sort of, I guess, come hand in hand with it.  
  
**Will** 3:16  
Would this be just relating to your course or would this be networking in general?  
  
**Interviewee One** 3:23  
So probably networking in general, I think the thing that every graduate student struggles with, yeah, finding a job, and that is the thing that they worry the most about, is what they're going to do after uni. So I think having clear information of how you can find a job and yeah, I think that'll be very helpful.  
  
**Will** 3:44  
And how do you think the content of Solent’s alumni site compares with that of other universities, mainly ones within the near vicinity such as Portsmouth, Bournemouth, Winchester, etc.  
  
**Interviewee One** 3:59  
To be honest, I've only looked at Bournemouth so I can only compare to that, but I think Bournemouth was the one that had very clear navigation along the top in like a bubble form. Yeah. Which I found much easier to navigate. And also, I think a lot of the information that you needed on the Bournemouth website was on the first page. Yeah. Which is very different to Solent’s alumni site.  
  
**Will** 4:26  
Yes. Absolutely. And do you think the university could do more to shout about the value that they offer on the alumni site? And if so how would you like them to do it? For example, which mediums would you like them to shout about it on? Some examples could be like social media, monthly events, word of mouth, posters, flyers, leaflets, etc.

**Interviewee One** 4:59  
I would probably see most of it on like via email or something similar. So that'd probably be my preferred way. I just feel like if it's on social media, it just gets lost quite quickly unless you actually visit the page. So yeah, some somehow that it directly links to me or a newsletter would be good. But yeah, I haven't actually even heard the term alumni recently. I didn't even know that they actually did anything after you left the uni. So just goes to show that they definitely need to, like Yeah, be more vocal about it.   
  
**Will** 5:36  
Did you know that Solent actually do have a Twitter account dedicated to promoting their alumni   
  
**Interviewee One** 5:41  
I didn’t know. That just goes to show.  
  
**Will** 5:45  
Yeah, absolutely. Brilliant. Thank you for taking the time to participate in this.  
  
**Interviewee One** 5:51  
You're welcome.

### Interview Two

**Will** 0:00  
Okay, this is William Hughes for contextual interview two for the UX assignment. Do you give consent to be recorded first of all?

**Interviewee Two** 0:09

Yes

**Will** 0:10

Brilliant. And do you give consent to participate in this interview?

**Interviewee Two** 0:11

Yes.

**Will** 0:14

Fantastic. What is your full name?

**Interviewee Two** 0:19  
Jordan Duo

**Will** 0:20

Brilliant.  
  
**Will** 0:22  
And what is your biological sex?

**Interviewee Two** 0:24

Male?

**Will** 0:25

Brilliant. Do you consider yourself to have a disability and if so, please elaborate?

**Interviewee Two** 0:28

No I do not

**Will** 0:29

Brilliant. What is the name of the course you're currently studying?  
  
**Interviewee Two** 0:36  
Information Technology Management.  
  
**Will** 0:39  
Awesome. And do you live in the UK and study at Solent or come from abroad and study in Solent?

**Interviewee Two** 0:45

Come from abroad and study.

**Will** 0:51

Okay, and please explain what you particularly like about Solent’s alumni. What works well?  
  
**Interviewee Two** 1:01  
So I think all the features that are incorporated in the site are the ones I would expect especially when analysing other similar alumni sites.  
  
**Will** 1:14  
Okay. And What didn't you like about the alumni site?  
  
**Interviewee Two** 1:19  
So the main thing I didn't like was the navigation system. So since it has that irregular grid system, I think it's all a bit clunky and not very visible like I would much expect much more expect to have or see like a hamburger menu or, or something along the top, you know, it's much more simple and easier to use.  
  
**Will** 1:42  
Interesting. And what features would you like to see added to the alumni site, if any.  
  
**Interviewee Two** 1:49  
So upon seeing other alumni sites, I saw that a lot of alumni sites have a webpage for current students. So prospective alumni, which isn't found on the Solent one. So that includes stuff like future job opportunities, what they will expect from the alumni in the future once they finish their courses. So yeah,  
  
**Will** 2:16  
Awesome. And what do you think the most important aspect of an alumni site is some examples of this could be networking, donations, events, job opportunities, start-ups, students, stories, reunions, etc.  
  
**Interviewee Two** 2:29  
Yeah. So I think it's all about maintaining contact with the university and maintaining that sense of community that they had when they were a student. And just keeping that even after they finish being students. So remaining in touch with all their long lost friends and it could also have something to do with a job opportunity. So that links well, if you maintain a sense of community, it could probably help you out if you're looking for any employment.

**Will** 2:58  
Awesome. And how do you think the content of Solent’s site compares with that of other universities, mainly ones within the local area such as Bournemouth, Winchester, etc.   
  
**Interviewee Two** 3:10  
So I have seen, the closest one I've seen to ours is probably University of Brighton, and with regards to the content, it's, it's more or less the same. It's just the way it's conveyed. So maybe it does things slightly different and how they're appearing on the home screen maybe one university gives more importance to community whereas others give more importance to donations and but to me the content is more or less the same, like I don't think it differs much.  
  
**Will** 3:40  
Brilliant. And lastly, do you think the university could do more to shout about the value that they offer on the alumni sites? And if so, how would you like them to do it?

**Interviewee Two** 3:49  
So yes, I think they can put more emphasis on the value and their mission statement, because just when I was looking for it, I couldn't find it anywhere on their on their alumni site. And in fact, I still couldn't find it and the closest thing I could find was the general Solent university mission statement and value statement, so I think the easiest way to get around that is just by putting it on their homepage on the Solent alumni homepage and making it the first thing you see when you when you land on the homepage.

**Will** 4:23  
Yeah, definitely. Did you know that they actually have a Twitter account that shouts about the value of the alumni page  
  
**Interviewee Two** 4:30  
Really? I mean, I know they have the Twitter feed linked, it's a bit strange that they'd have it on their Twitter not on the website.  
  
**Will** 4:37  
Brilliant. Thank you for taking part.

**Interviewee Two** 4:42

No problem.

### Interview Three

**Will** 0:00  
Okay, this is Will Hughes with contextual interview number three. First of all do you give consent to be recorded?

**Interviewee Three** 0:08

Yeah.

**Will** 0:10

And do you give consent to take part in this interview?

**Interviewee Three** 0:14

Yes.

**Will** 0:15

Fantastic. What is your name?

**Interviewee Three** 0:19

Sam Bolan.

**Will** 0:20

Brilliant. And what is your biological sex?  
  
**Interviewee Three** 0:22  
Male.

**Will** 0:23

Cool.  
  
**Will** 0:25  
Do you consider yourself to have a disability?

**Interviewee Three** 0:30

Nope.

**Will** 0:32

Fantastic. And what is the name of the course you're currently studying?  
  
**Interviewee Three** 0:36  
Digital design and web development.  
  
**Will** 0:39  
Brilliant. Do you currently study and live in the UK, or do you come from abroad and study at Solent?  
  
**Interviewee Three** 0:41  
I study and live in UK.

**Will** 0:43

Cool.  
  
**Will** 0:45  
What do you think of Solent’s current version of the alumni site? What do you like about it specifically?  
  
**Interviewee Three** 0:53  
What do I like? I think it's, it's lacking a bit in general.  
  
**Will** 1:00  
Any particular area you think it's lacking?   
  
**Interviewee Three** 1:06  
I'd say the layout of it the information they provide. Okay. Maybe not many call-to-action buttons to actually engage the users. There's a lot that I think you can improve on it.  
  
**Will** 1:20  
Interesting. And what don't you like about the alumni site even though you’ve just given some examples?   
  
**Interviewee Three** 1:27  
They've got some nice colours, they stick to the to the brand site and so you know you’re not going to a completely different website.   
  
**Will** 1:40  
True. And what features would you like to see added to Solent’s alumni site in the future, if any?  
  
**Interviewee Three** 1:49  
From when I looked, there didn't seem to be a clear like donation, page or button. Maybe some more, more past experiences from users who refused to sign in on the alumni system.  
  
**Will** 2:05  
Do you mean like user stories?   
  
**Interviewee Three** 2:08  
Yeah, some success stories would be great.  
  
**Will** 2:10  
Okay. And what do you think the most important aspect of an alumni site is? Some examples could be like networking, donations, events, job opportunities, internships, etc.  
  
**Interviewee Three** 2:22  
I suppose maybe networking and job opportunities will probably be what I would look for.  
  
**Will** 2:33  
Do you mean in terms of networking, do you think you'd look for networking in general or just things related to your course?  
  
**Interviewee Three** 2:40  
Things more related to my course. I suppose I’d use it to connect with people in the industry.   
**Will** 2:47  
And how do you think the content of Solent’s alumni site compares to that of other universities if you've had a chance to look at any other universities?  
  
**Interviewee Three** 3:01  
I haven't looked in depth at other universities. But I think I remember looking at Bournemouth’s one. And they actually had some success stories from previous students, which is something I don't think Solent does.  
  
**Will** 3:13  
And lastly, do you think the university could do more to shout about the value they offer on things such as social media, or monthly events? And if so, how would you like them to do it?  
  
**Interviewee Three** 3:29  
I suppose social media is a good one to engage younger people nowadays. So maybe the use of some sort of sort of events or quizzes on Instagram or trying to engage with the followers they have on their Instagram.  
  
**Will** 3:48  
Yeah, definitely. Did you know that the alumni page has their own Twitter account they use to shout about the alumni’s value?

**Interviewee Three** 3.53

I didn’t know that. So maybe Solent could focus more attention on there.   
  
**Will** 4:08  
Yeah, definitely. Brilliant. Thank you for taking part in this.

**Interviewee Three** 4.12

No worries.

## Appendix Five – Alumni UX & Marketing Survey

Graphical user interface, application, Teams

Description automatically generatedGraphical user interface, application, Teams

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

## Appendix Six – Survey Response Breakdown

Chart

Description automatically generatedA picture containing chart

Description automatically generated

Chart

Description automatically generatedChart

Description automatically generated

Chart

Description automatically generated

Chart

Description automatically generated with low confidence

A picture containing chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart

Description automatically generated with low confidence

Chart, bar chart

Description automatically generated

## Appendix Seven – Interview Response Breakdown

Chart, bar chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart, bar chart, box and whisker chart

Description automatically generated

Chart, bar chart

Description automatically generated

Chart, bar chart

Description automatically generated

Timeline

Description automatically generated

Chart, bar chart

Description automatically generated

n

Chart, bar chart, box and whisker chart

Description automatically generated

Chart, timeline

Description automatically generated

Chart, bar chart

Description automatically generated

## Appendix Eight – Personas

Graphical user interface, text, application

Description automatically generatedGraphical user interface, text, application

Description automatically generated

## Appendix Nine – Flow of Tasks

## Appendix Ten – Empathy Maps

Diagram

Description automatically generated with medium confidence

Diagram

Description automatically generated