# 2.0. Part 1 - Introduction to System

## 2.1. University Values

|  |  |
| --- | --- |
| **Solent** | **Bournemouth** |
| Respect | Excellence |
| Inclusivity | Inclusivity |
| Integrity | Creativity |
| Ownership | Responsibility |
| Engagement |  |
| Teamwork |  |

Text

Description automatically generated

Graphical user interface, website

Description automatically generated

**Figure One** – Solent’s Values

**Figure Two** – Bournemouth’s Values

## 2.2. University Values Comparison

Both universities seem to have similar values e.g., both place emphasis on inclusivity. However, whereas Solent (University, S., 2021) seems to focus more on the concept of unity Bournemouth (University, B., 2021) meanwhile does embrace this too it also opts to focus on individualism e.g., creativity and responsibility to yourself and others around you. What seems to be missing from both universities though is the value of perseverance, which is no doubt needed to not only make it through university but also in your desired profession.

## 2.2. What is the context?

Solent Alumni

## 2.3. Who are the users?

Solent University alumni students.

## 2.4. What is the system?

The system in that will be analysed and evaluated is Solent University’s alumni page.

## 2.5. What is the problem?

Because the Solent’s alumni page is made up of a grid system and the content in each cell differs this results in the user having to complete far too many clicks. Instead, the content should be on a single page, so the user is less likely to lose interest. There is also a lack of compelling or useful information presented on the home page e.g., the opening paragraph being too long. Should instead be condensed into bullet points or highlight keywords. A lack of success stories or even student quotes is not a promising sign, although a few stories can be found in the news row near the bottom of the home page. The alumni page also doesn't show enough achievements of past graduates, which unintentionally places the university in a negative light.

## 2.6. Why is it important?

To provide students with opportunities for employability and networking after graduation and showcase the homegrown talent the university has produced.

## 2.7. Who should benefit from it?

The students and the university itself should receive value.

The students should receive value based on the number of events and opportunities afforded to them if they register for alumni membership and the university should be able to shout about the achievements of the alumni, which will encourage potential students to enrol.

## 2.8. What impact does technology have on that context?

Ideally alumni technology should allow past students to network, attend events, and find potential employability prospects. Most alumni sites are also mobile friendly according to (add ref) so you can access them on the go making technology a necessity when it comes to usability.

In terms of UX requirements the ideal site should require as fewer clicks as possible, highlight past student success stories, and provide a Unique Selling Point (USP) for what makes the university stand out in terms of its past accomplishments.

## 2.9. What is the feature list comparison of existing systems?

University alumni feature comparison list

|  |  |  |
| --- | --- | --- |
| **Solent University Page** | **Bournemouth University Page** | **Kent University Page** |
| Alumni news | Graduate success stories | Services and discounts |
| Videos from past graduation ceremonies | Alumni news | Option to filter by alumni group |
| Opening statement | Advertised events | Alumni news |
| Option to donate to Solent | Community | Quotes from past graduates |
| Free alumni ID card for library and gym discounts | Memories | Volunteering |
| Access to exclusive events | Well-structured grid system | Make a gift (donations) |
| Discount of postgraduate study | Alumni categorical filtering success stories | Well-structured grid system |