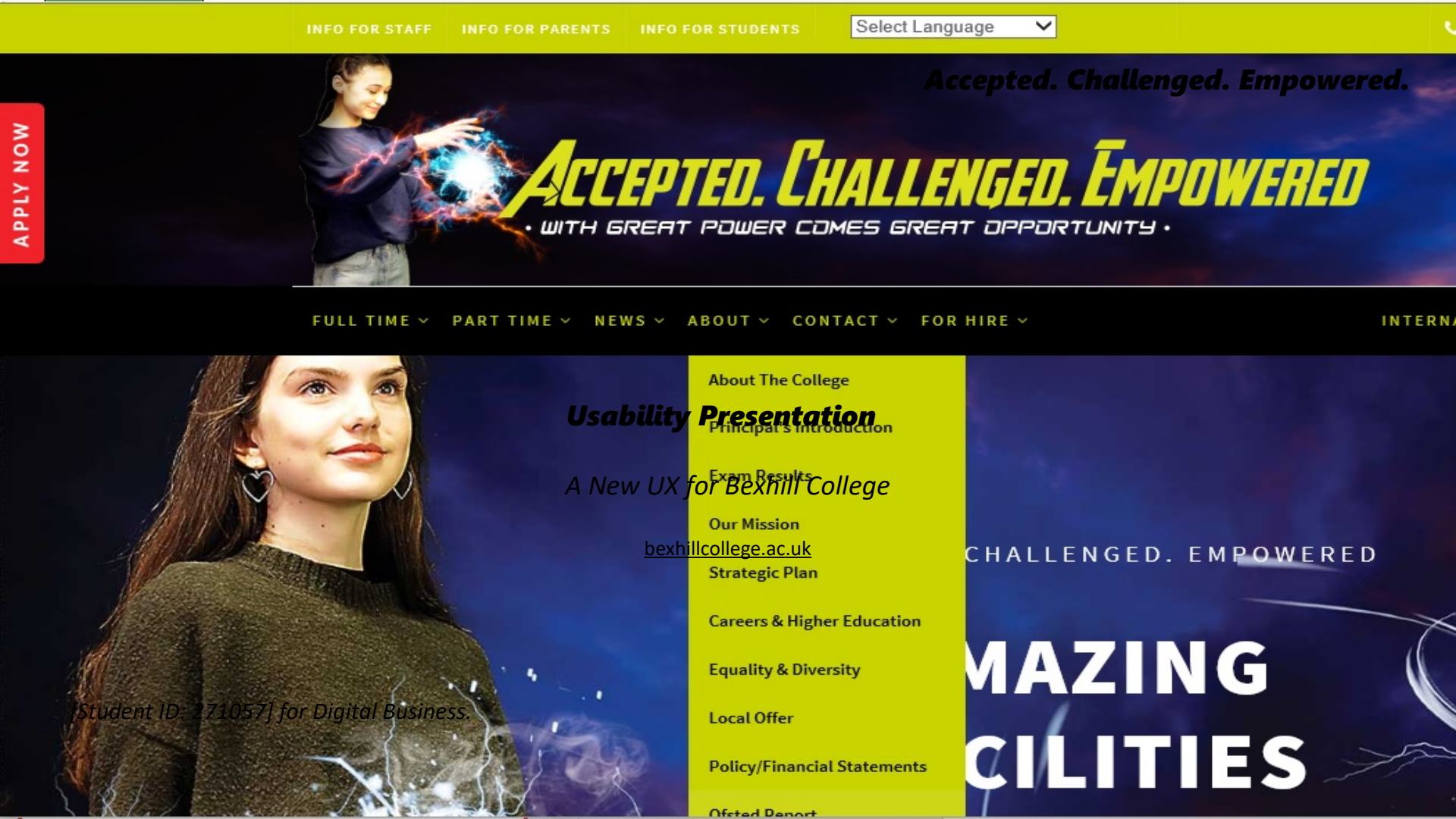


Usability Presentation

A New UX for Bexhill College

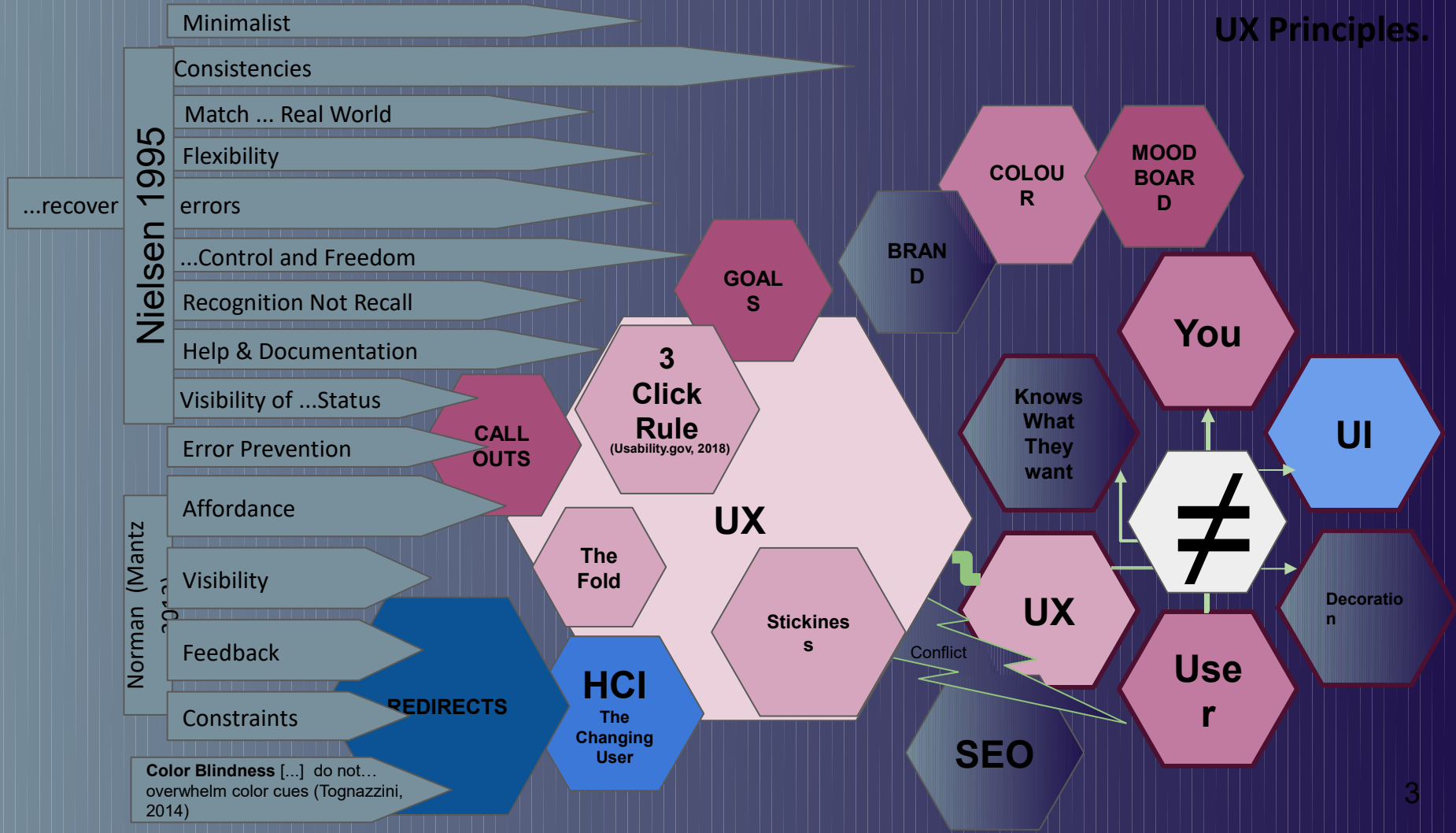
bexhillcollege.ac.uk

[Student ID: 271057] for Digital Business.

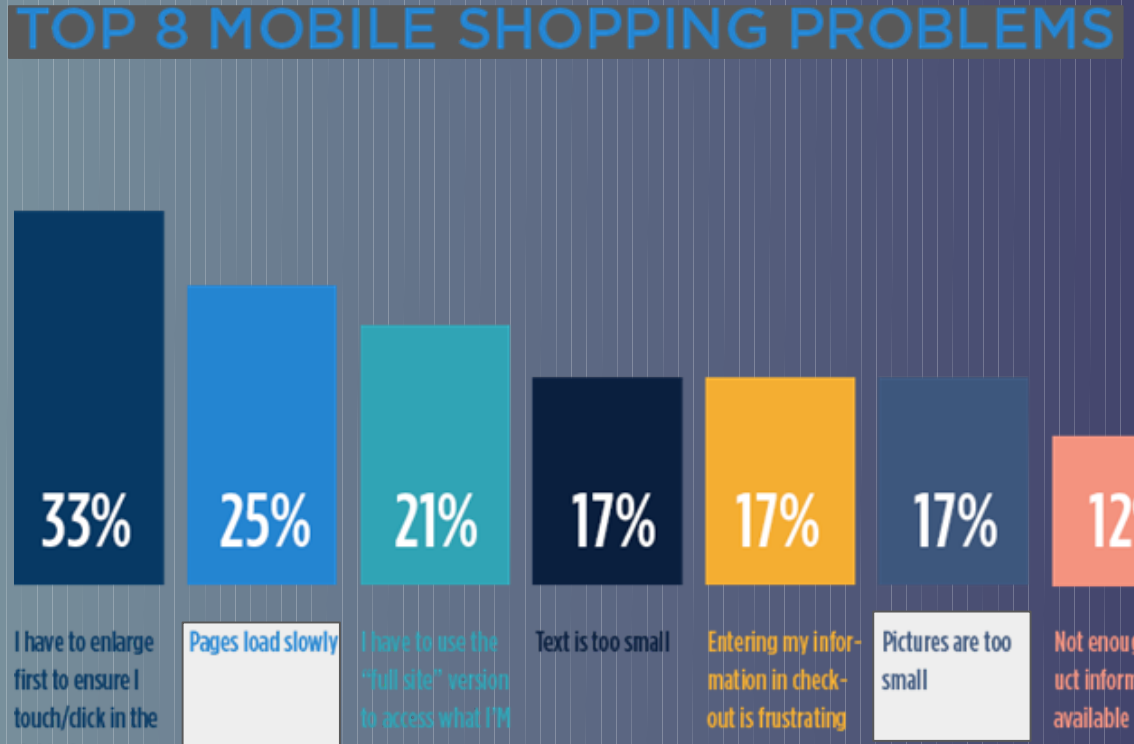
Contents

- UX Principles
- Why it matters
- UX Process, The Walkthrough
- Accessibility Review
- Conclusion
- Social Media Strategy
- Email Marketing Strategy
- Open Day Solution
- Recommendations
- References

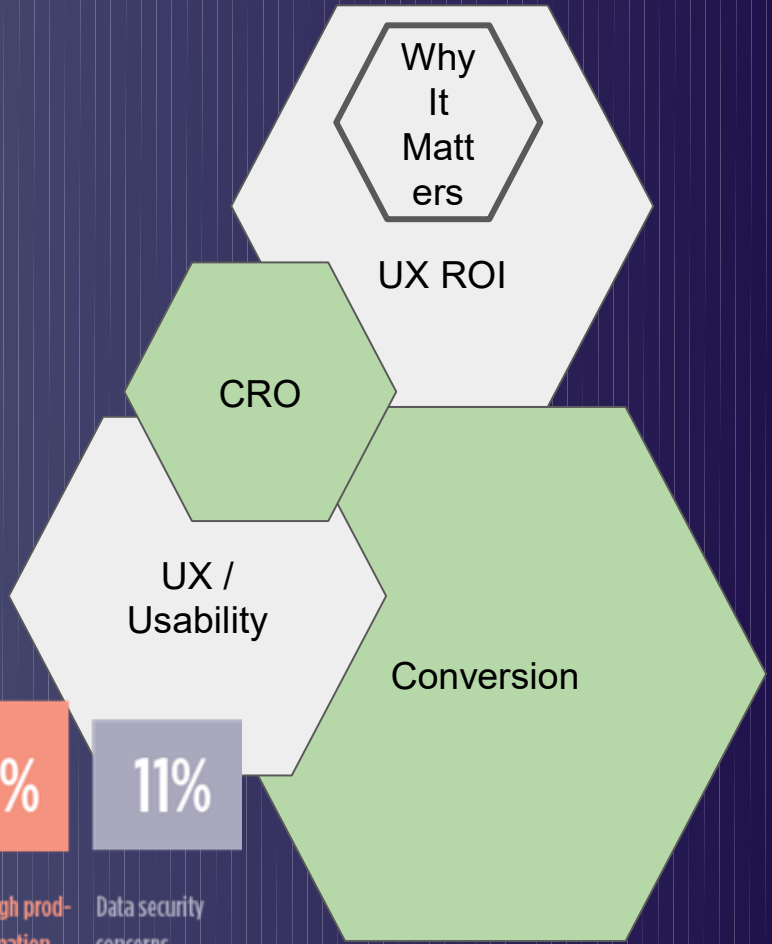
UX Principles.



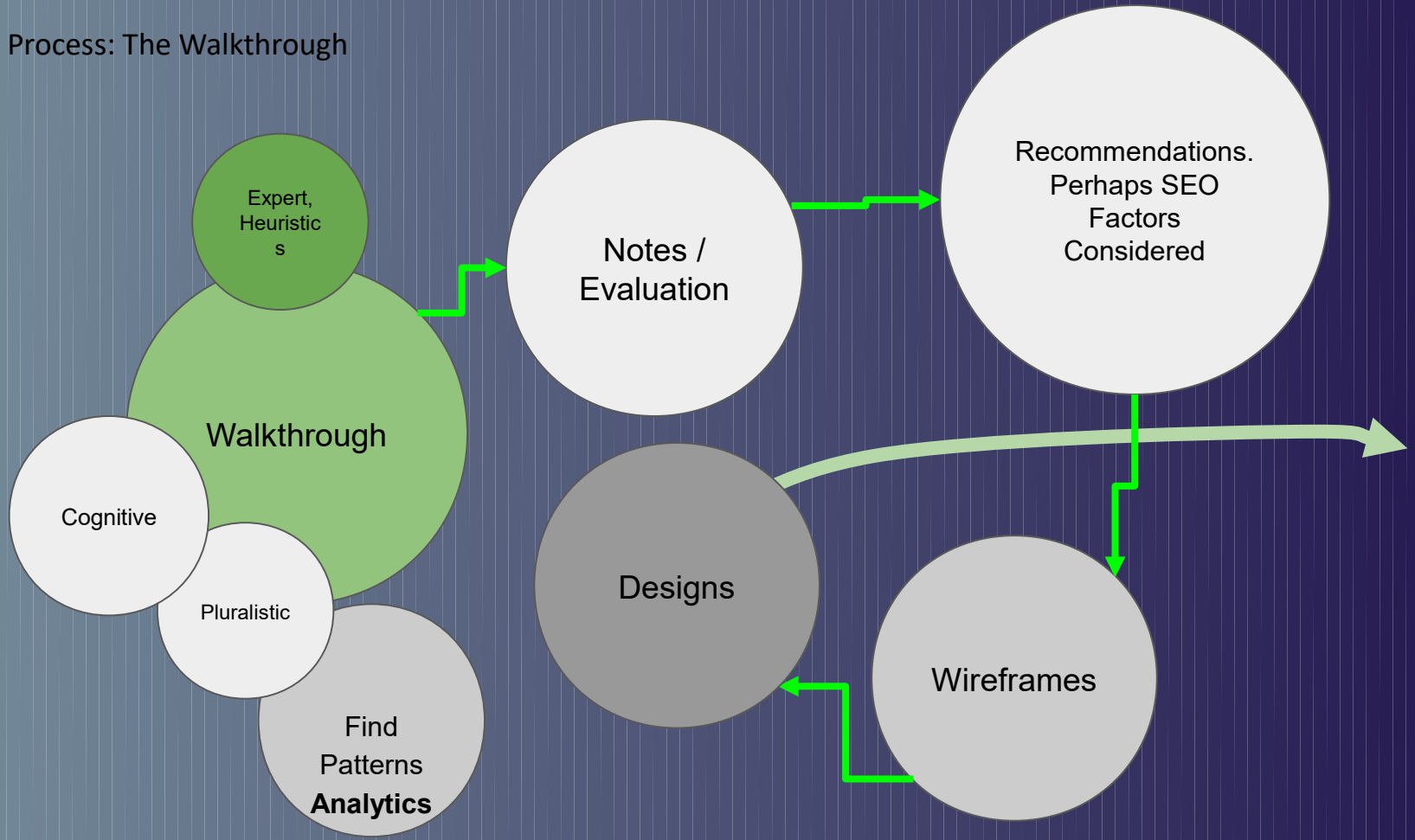
Why it matters

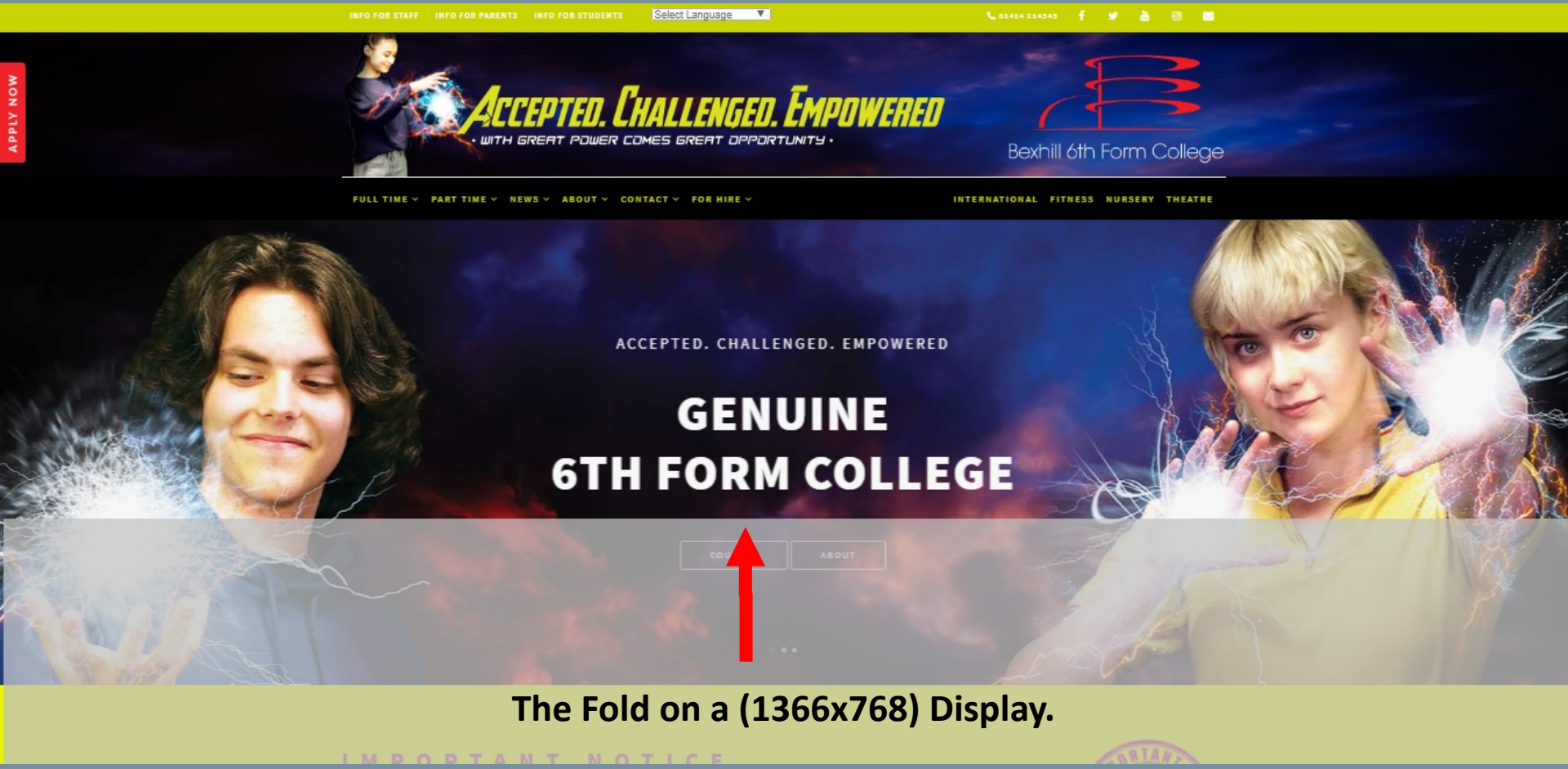


(Ratcliffe, 2018)



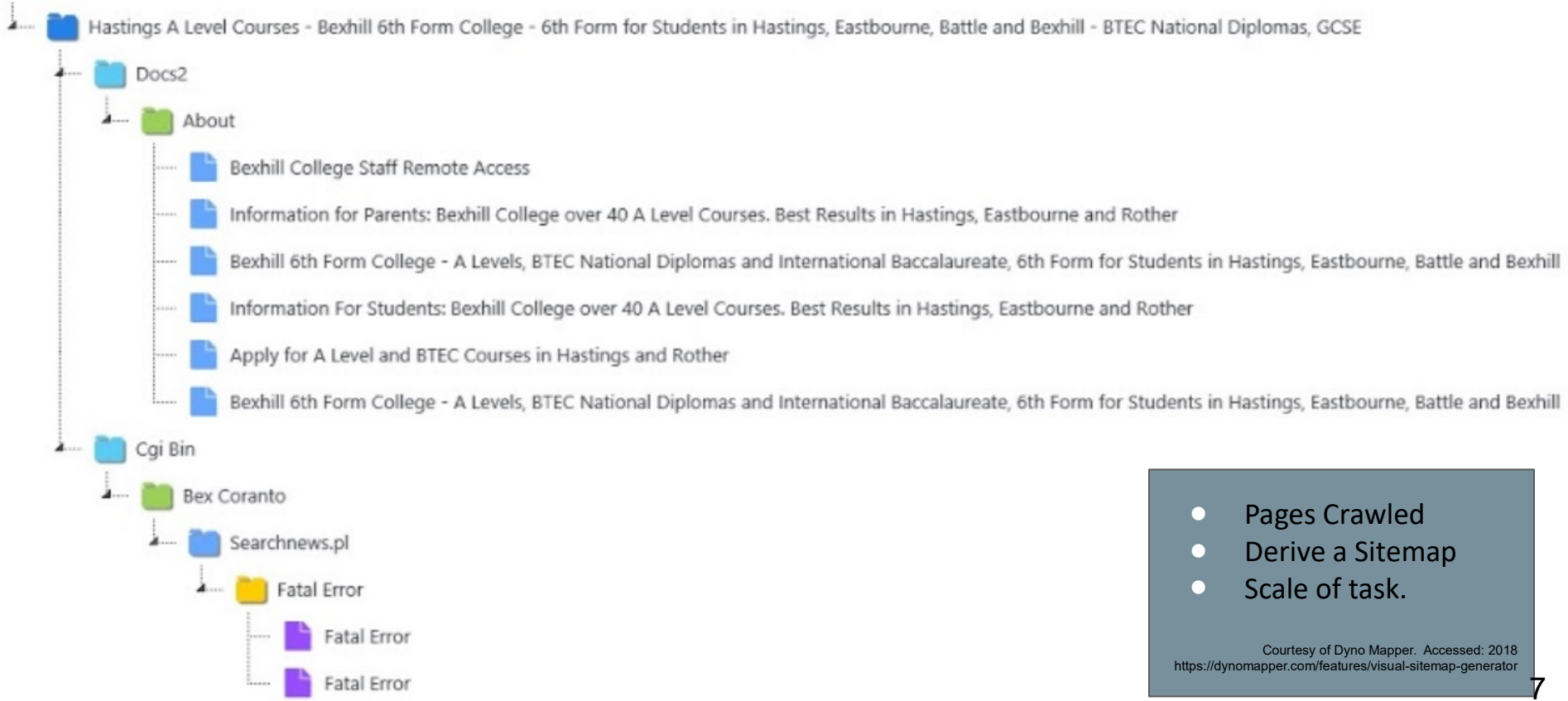
UX Process: The Walkthrough





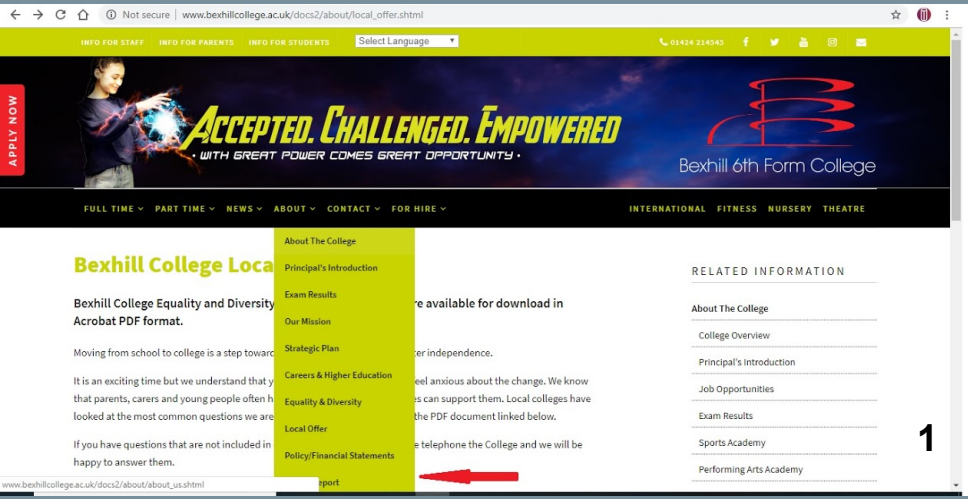
The Fold on a (1366x768) Display.

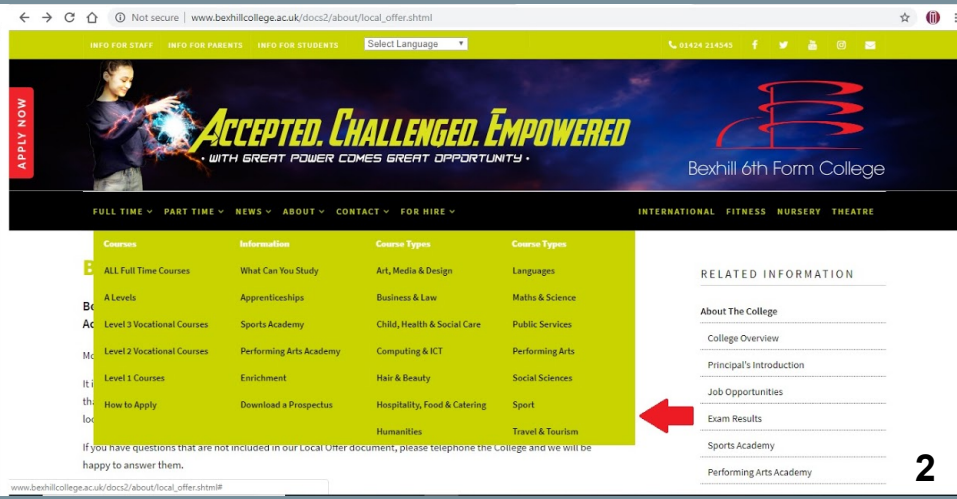
Visual Site Map

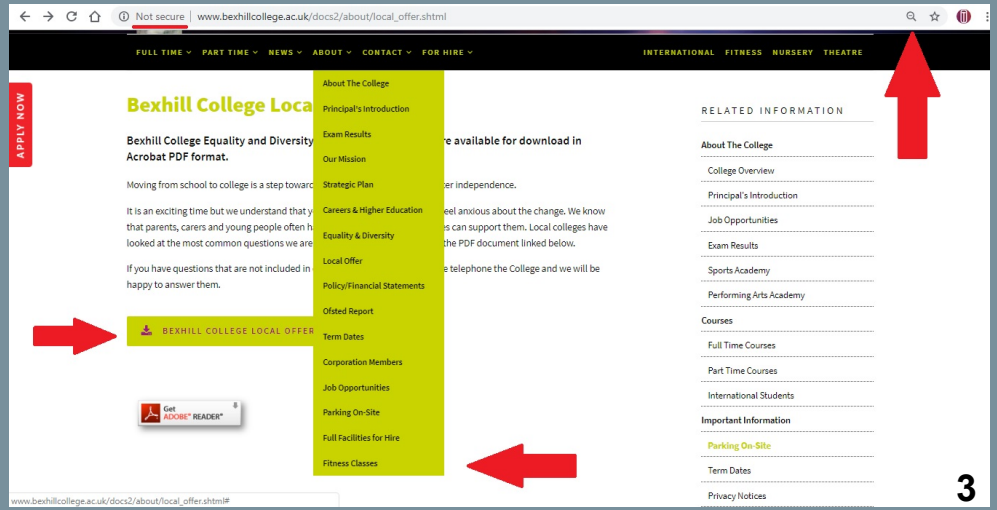


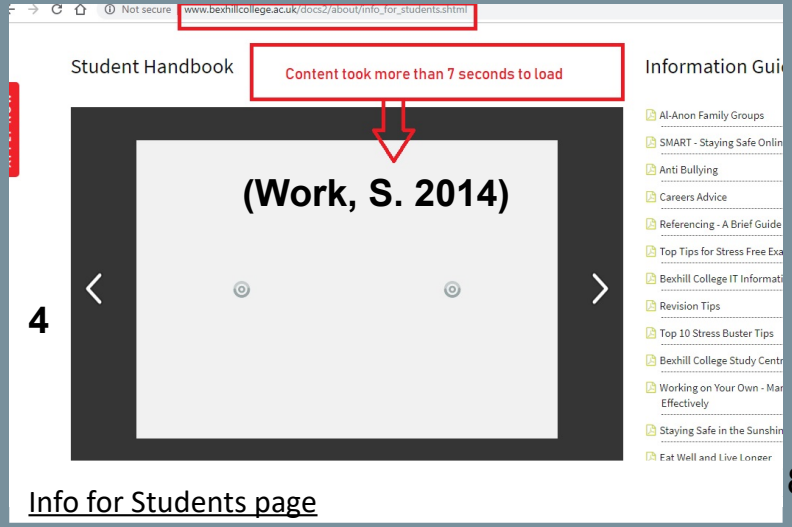
- Pages Crawled
- Derive a Sitemap
- Scale of task.

Courtesy of Dyno Mapper. Accessed: 2018
https://dynomapper.com/features/visual-sitemap-generator





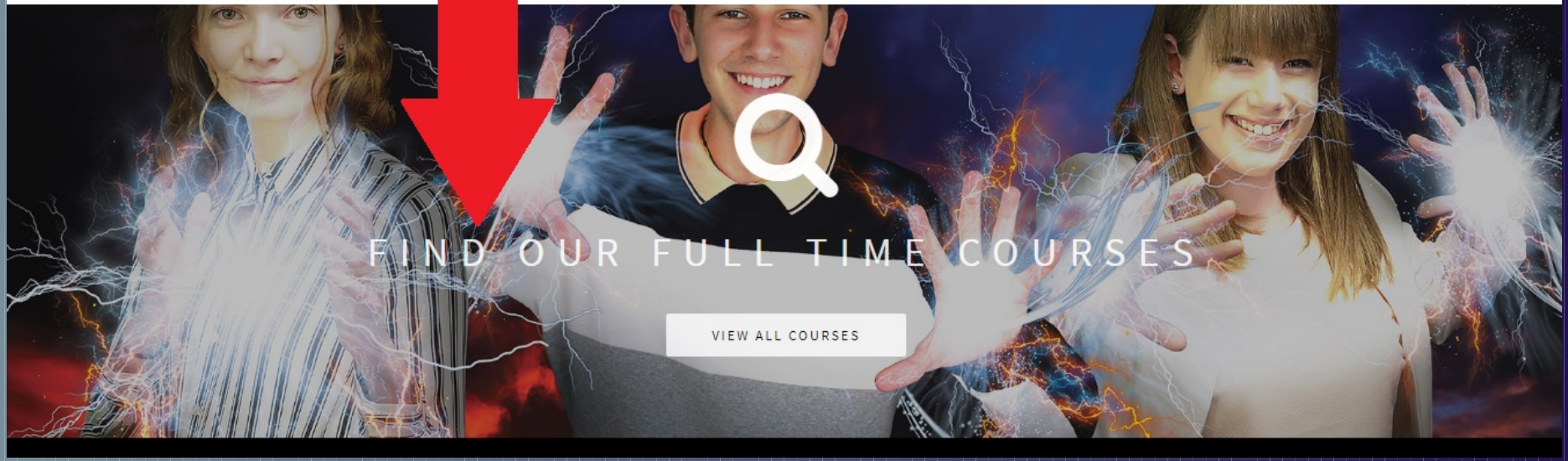




Info for Students page

APPLY N

Text difficult to read against background. Clashing colours.



CALL US
01424 214545

EMAIL US
enquiries@bexhillcollege.ac.uk

FIND US
Penland Road, Bexhill-on-Sea, East Sussex TN40 2JG

INTERNATIONAL
Visit our International Student Website

Believe it or not, there is a link here. On 'mouse-over', text darkens. Also some of the footer text appears as a link but isn't. Also not SiteMap link for navigation, User Control and Freedom, as well as Consistancies and Standards.

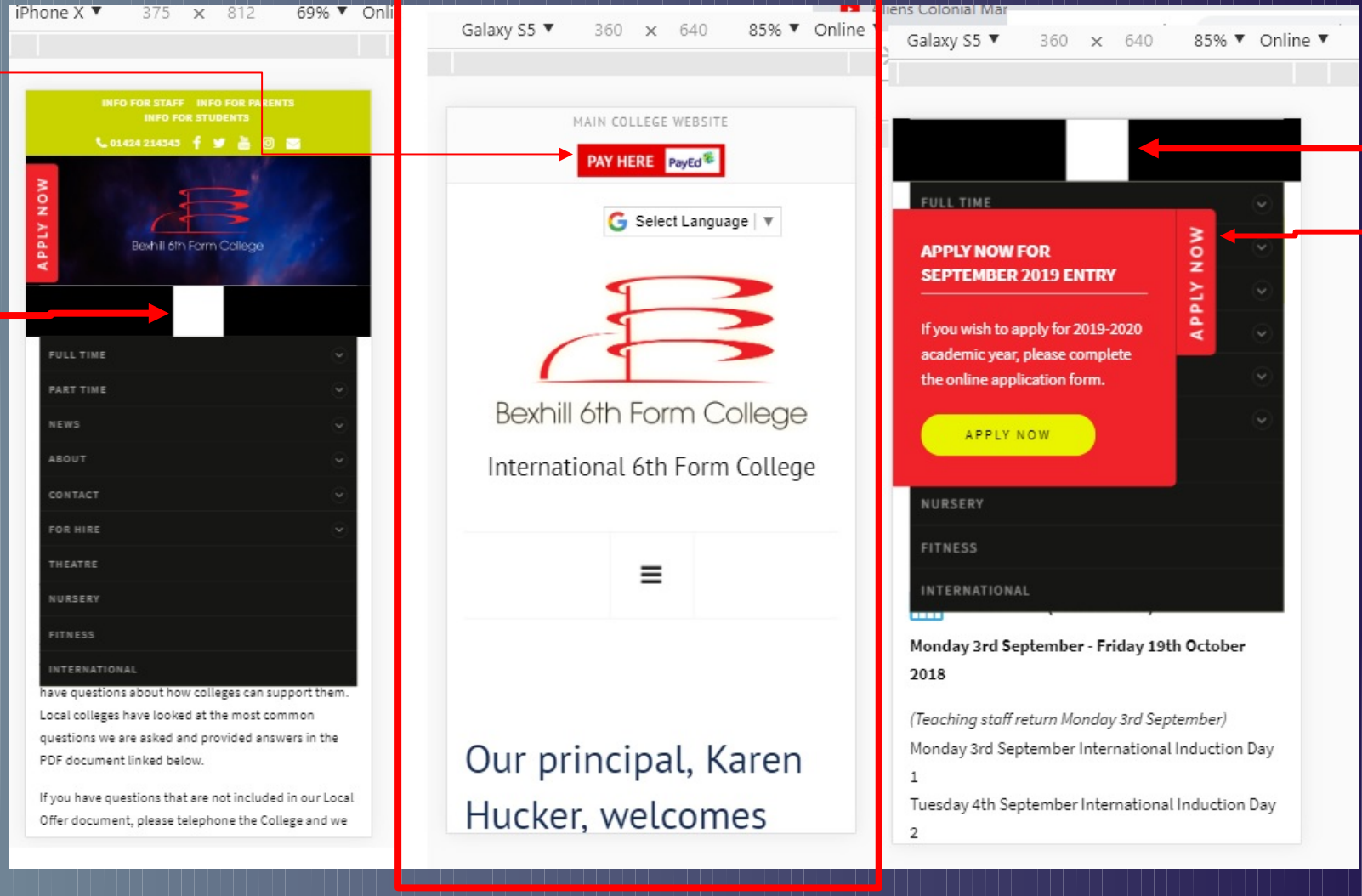
WITH GREAT POWER COMES GREAT OPPORTUNITY

Key Points

Visibility

Affordance

(Mantz 2012)


2
1
3
X
iPhone X
375 × 812
69%
Galaxy S5
360 × 640
85%
Online
INFO FOR STAFF
INFO FOR PARENTS
INFO FOR STUDENTS
01424 214343
APPLY NOW
Bexhill 6th Form College
FULL TIME
PART TIME
NEWS
ABOUT
CONTACT
FOR HIRE
THEATRE
NURSERY
FITNESS
INTERNATIONAL
have questions about how colleges can support them. Local colleges have looked at the most common questions we are asked and provided answers in the PDF document linked below.
If you have questions that are not included in our Local Offer document, please telephone the College and we
MAIN COLLEGE WEBSITE
PAY HERE
PayEd
Select Language
Bexhill 6th Form College
International 6th Form College
Our principal, Karen Hucker, welcomes
APPLY NOW FOR SEPTEMBER 2019 ENTRY
If you wish to apply for 2019-2020 academic year, please complete the online application form.
APPLY NOW
Monday 3rd September - Friday 19th October 2018
(Teaching staff return Monday 3rd September)
Monday 3rd September International Induction Day 1
Tuesday 4th September International Induction Day 2

Not secure | www.bexhillcollege.ac.uk/international/welcome.shtml

MAIN COLLEGE WEBSITE

PAY HERE PayEd

This page is Inconsistant but professional looking and standard.

Select Language

Bexhill 6th Form College

International 6th Form College

ABOUT US | COURSES/FEES | LOCATION/ACCOMMODATION | VIDEOS | HOW TO APPLY | +44 (0)1424 214545

Our principal, Karen Hucker, welcomes you...

Bexhill College is a dedicated 6th Form College with a long history of excellent post-16 education. We welcome international students to our college to share our success of above average examination results. A high percentage of our students progress to top UK universities. We hope you enjoy looking through our website and discover how we can support you to achieve your potential.

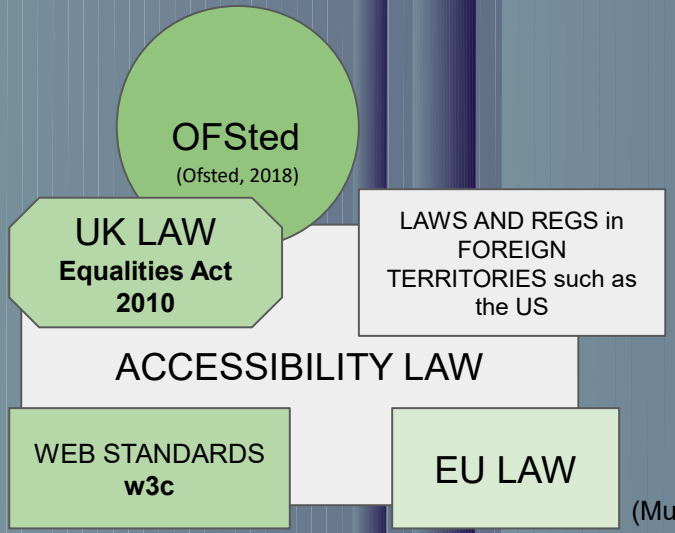
Key College Facts

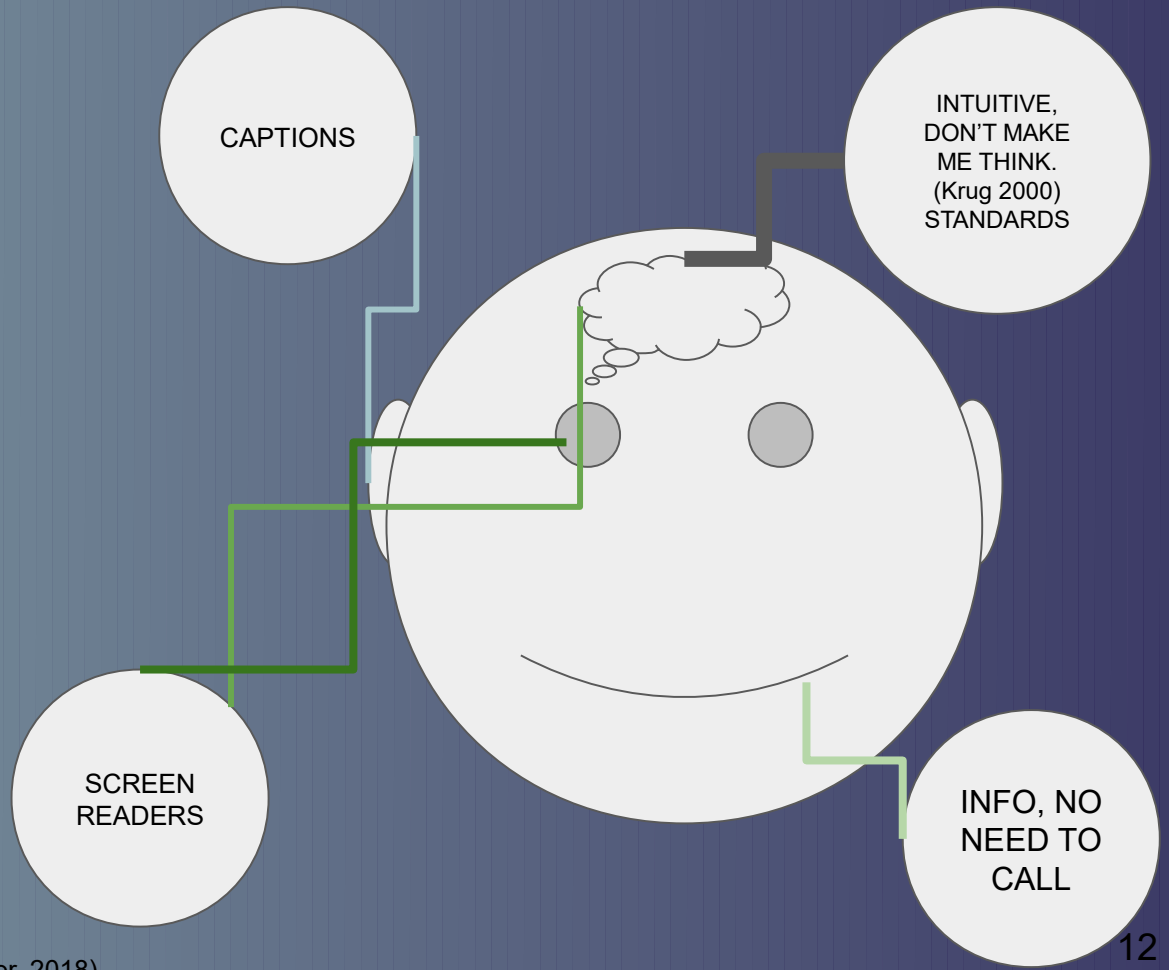
pay-ed.com/payment/bexhillcollege

Accessibility Review

Screen readers

Bexhill is OfSted Compliant





(Mueller, 2018)

What is currently done well

1. Parallax Scrolling
2. OfSted Content Compliant
3. Format of Text
4. Call Outs

What can be improved

1. Responsiveness
2. Resolve Confusing Structure
3. Branding and Consistency
4. Moodboarding

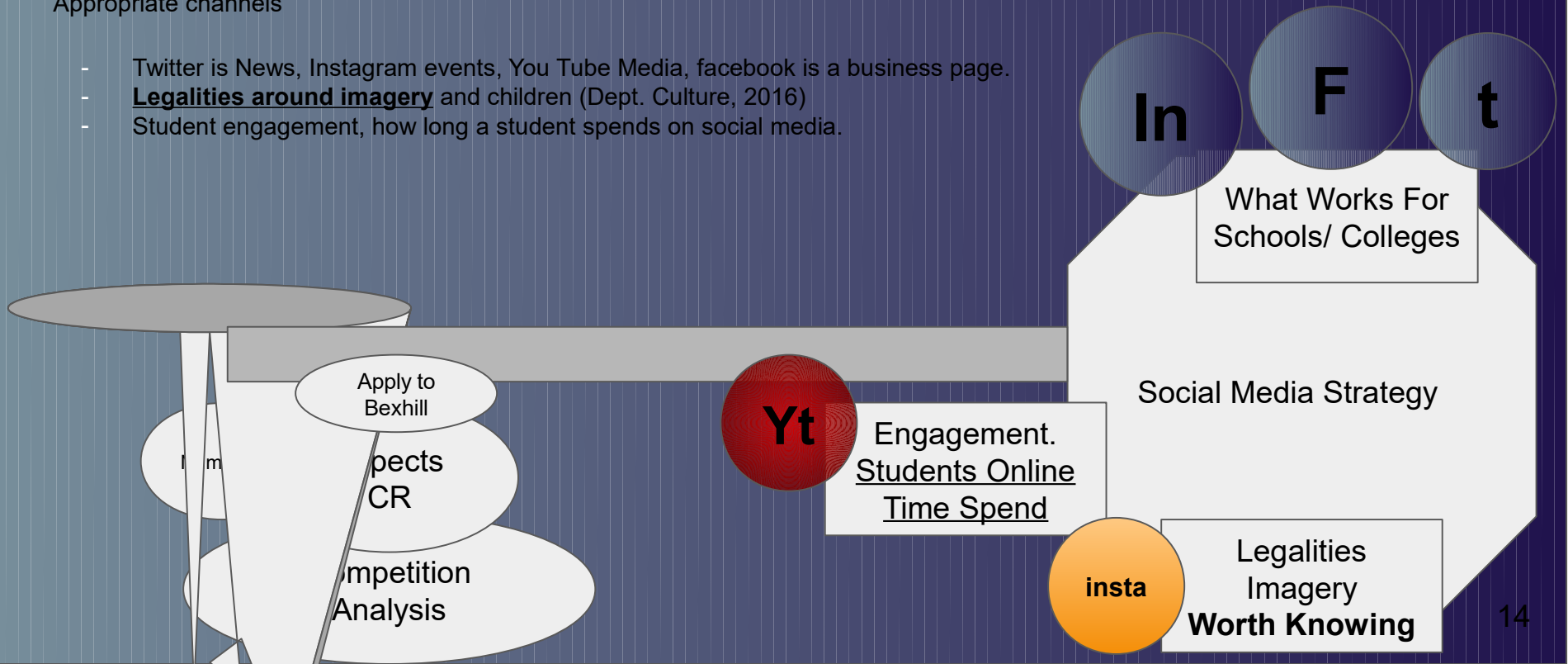
Social Media Strategy - Advice

Article 13 (EU, 2016)

Well Being, Social (ONS, 2016)

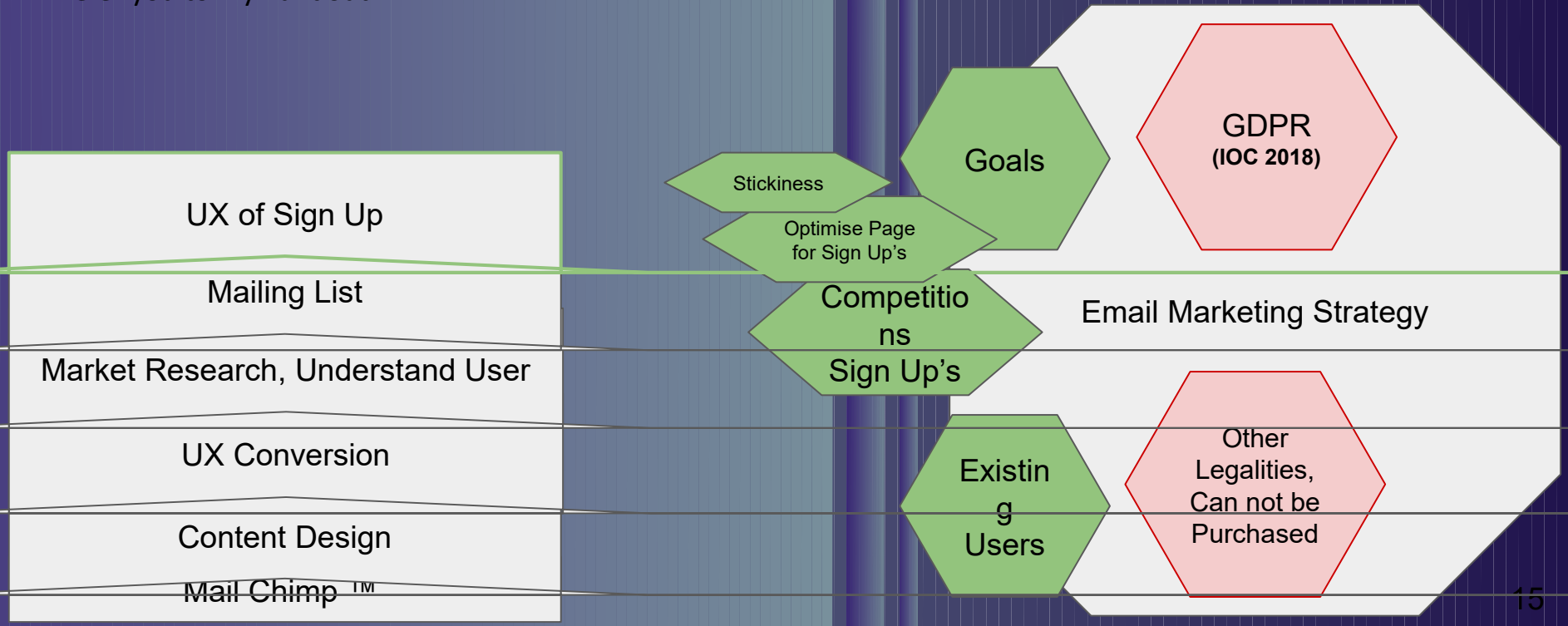
Appropriate channels

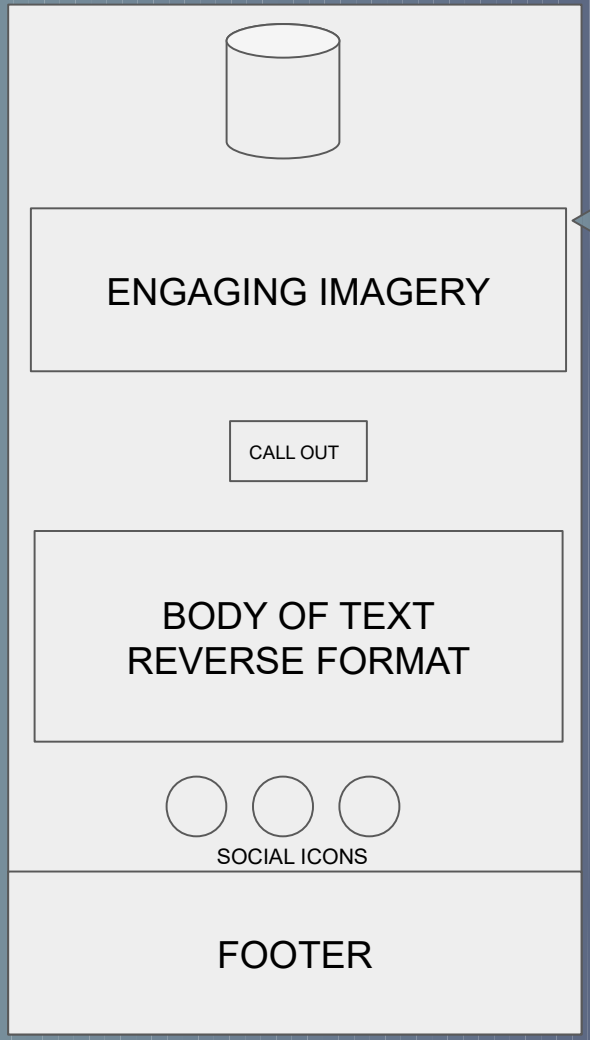
- Twitter is News, Instagram events, You Tube Media, facebook is a business page.
- **Legalities around imagery** and children (Dept. Culture, 2016)
- Student engagement, how long a student spends on social media.



Email Marketing Strategy - Advice

Legal issues
Building an email list
I refer you to my handout.





Prototyping

Optimise page

Website Booking

Social Media

Keywords

Event

Email

Open Day Solutions

Targeting GCSE Parents.

Recommendations

Pluralistic & cognitive walkthrough, **10-15 Evaluators** *(Wong, 2018)*

Importance of demographic targeting, **Analytics**

Virtual Worlds *(Barneche & Hernández, 2014)*

Visual and HTML Sitemap

Greater responsiveness.

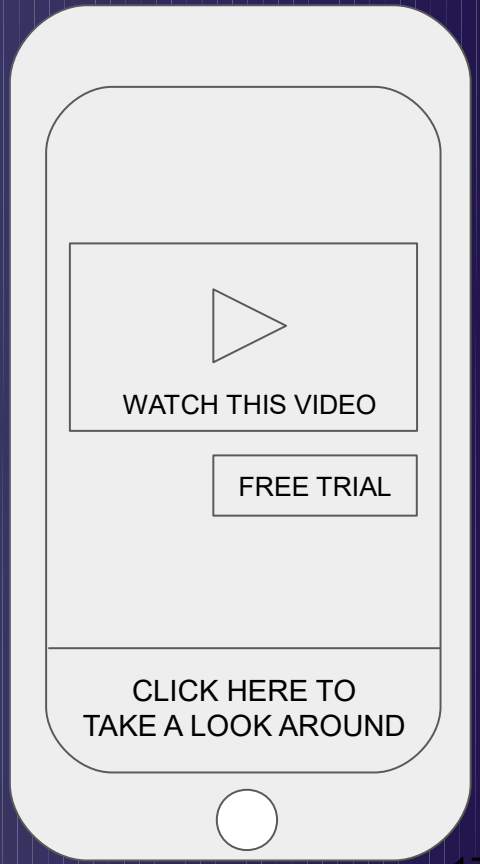
Search Feature

Prototyping (Usability.gov, 2018)

Persona Development

Social Channels: Twitter: News, Instagram: Events, You Tube: Instructional.

STICKINESS
(WFI, 2018)



Thank you

Any Questions?

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