

International Student Website XD Prototype Documentation



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Convention, Content, and Functionality Research

For our research on conventions regarding design, content and functionality, we looked at different web pages in the same category as ours (The Ministry of Higher Education & Science, KEA, AAU, KU etc.) We used these sites to get an idea of how the layout should look like and which colors to choose to make the website inviting but still professional. On the KEA web page, the layout was very fun and colorful and therefore was it a lot more interesting to browse around than the other educational web pages. It felt a lot more casual than the others but it was still useful and functional.

Convention, Content, and Functionality Research

For our solution we didn't bring anything directly from the research we did. We got a lot of inspiration color wise and emphasized the things that were easy to access for the international student browsing around the different education web pages in Denmark. Our interview with Vale was used a lot to find the tone of voice for our website and to create a fun, inviting but still professional layout. It was important to us to keep a professional tone and still have a playful and dynamic layout.

International Students Target Audience

The webpages we used for research was the international pages and in english to get the same experience as an international student coming to Denmark. When we visited the webpage for Aalborg University we browsed around their site called "New student in Denmark". The language on the web page was formal and respectful but it still had a casual touch to it by adding a smiley after the last sentence in the introduction paragraph.

For our research on digital communication targeted towards an international audience, we interviewed our group member Vale to find out what she was missing while starting a new life in Copenhagen. Here is some key insights

- Didn't find the web pages inviting but intimidating
- "It felt intimidating at first and I didn't really find KU and AAU's websites very interesting"

- Was attracted to KEA's web page because of the colors, layout and a more casual language than the other education pages

- Wish for a more dynamic and inviting layout/language

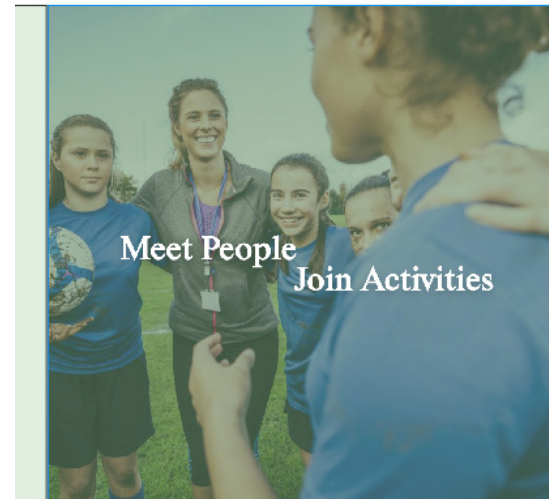
- Had a hard time finding friends in Denmark in the beginning

- "I found it very difficult to meet new people and find friends until I had something to coming back to"

- Wished for more events to meet people

Copy and Micro Copy

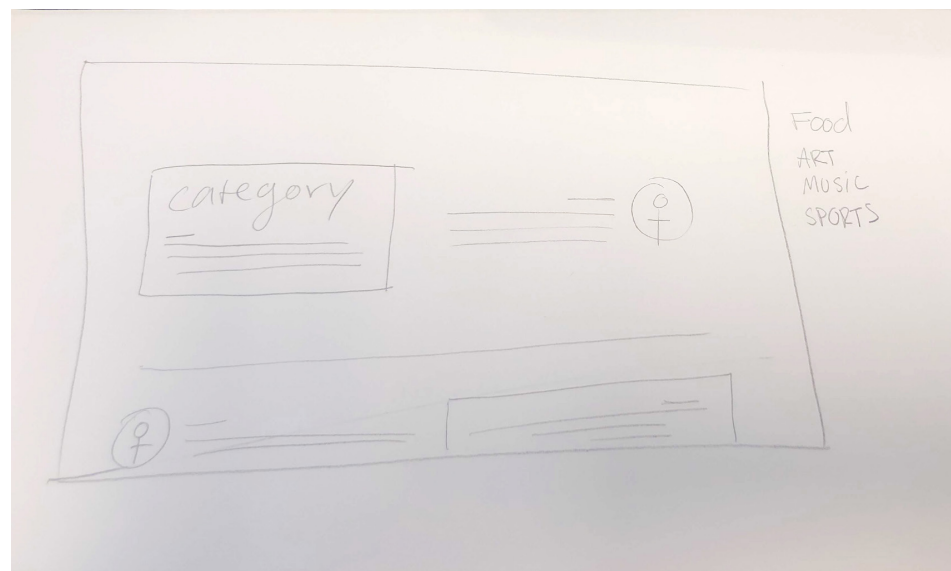
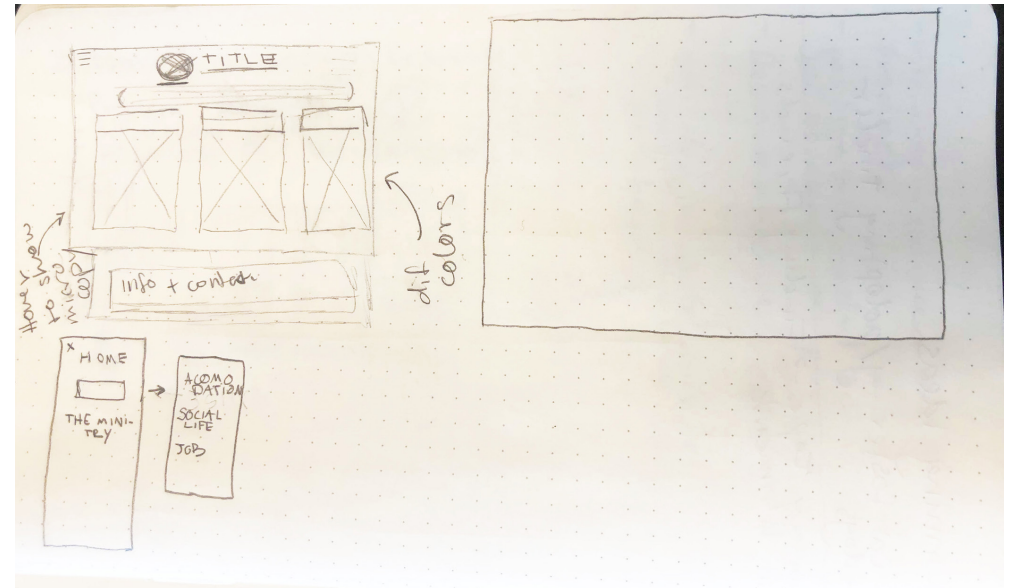
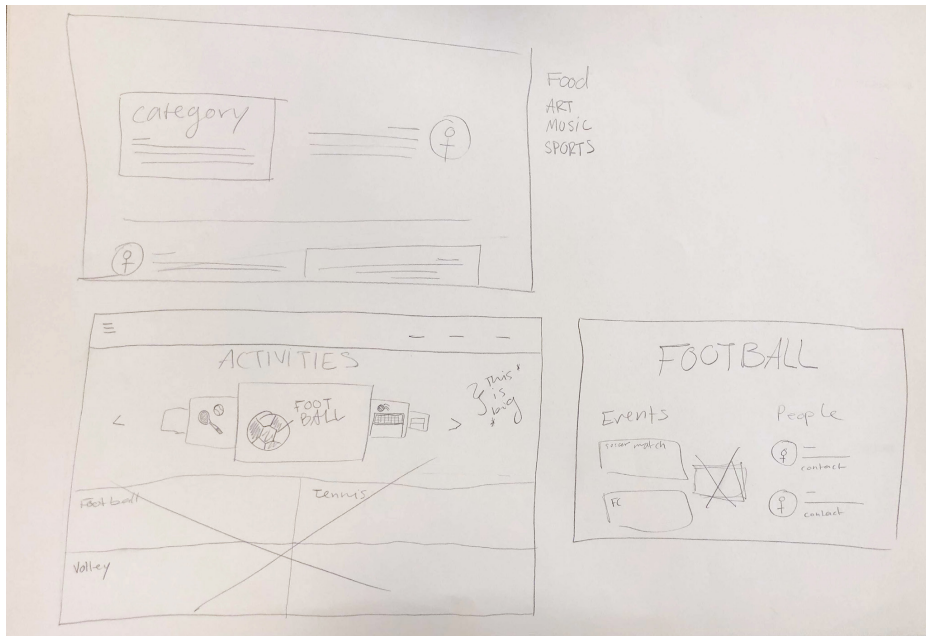
It was important for us to keep a professional yet relaxed tone when making the copy for this webpage. The Ministry of Higher Education is a reputable organization so we needed to make sure that came across. However, we needed our TA to feel like they were welcome not only to our website, but to Denmark as a whole. We took micro copy as an opportunity to make our TA feel welcome. The text is playful and inviting.



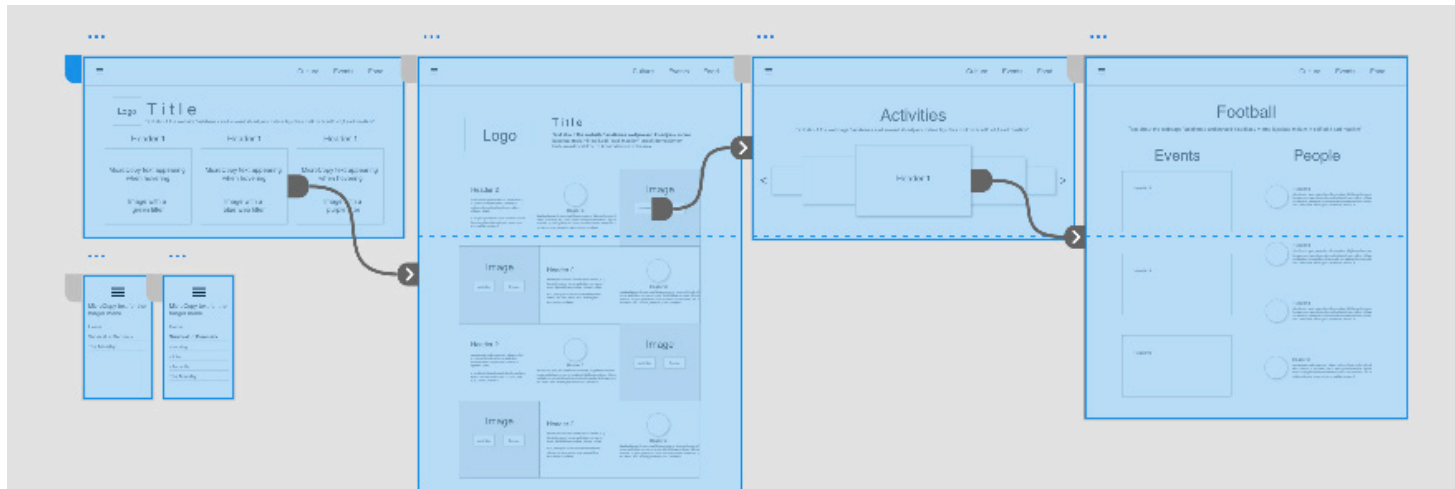
Jobs



Sketches and drawings



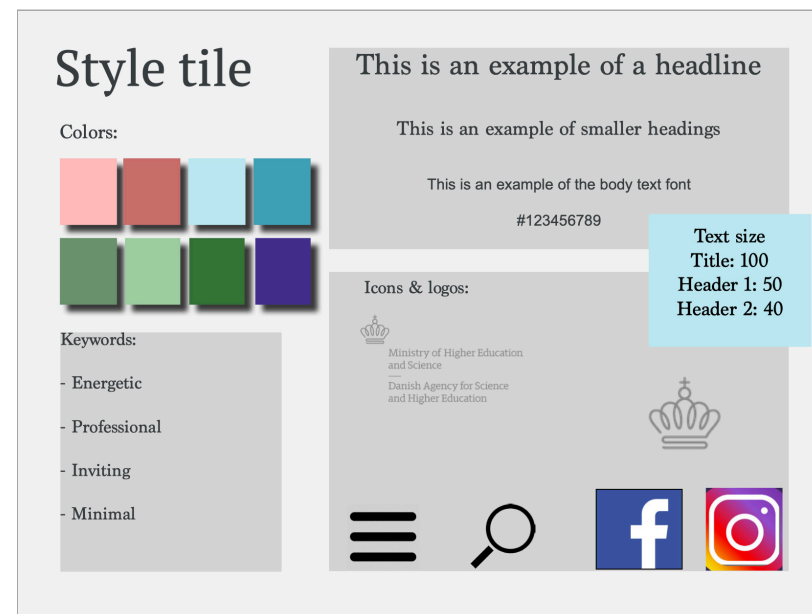
Wireflow Interactions



The focus interactions in our solutions are based on the page about football, which is before going outside the website. When you are on the frontpage, you have to go with the topic “Social Life” by pressing the box underneath the topic. Then you’ll get to the “Social Life” webpage. This page has different subjects like: sports, art, music and food. You have the options to press either “join activities” or “meet people”. When you press activities in the sports section, it will direct you to the “activities” page. From here it’s possible to choose what activity you like to hear more about and maybe participate in. If you press the Football box it will direct you to the football page.

This is the last page of our website’s wireflow. Here you get an overview of the different football events and the people who participate in the football community. If you would like to know more specifics about the events and people there is a link in each section, which will direct you to a facebook page about either an event or a person.

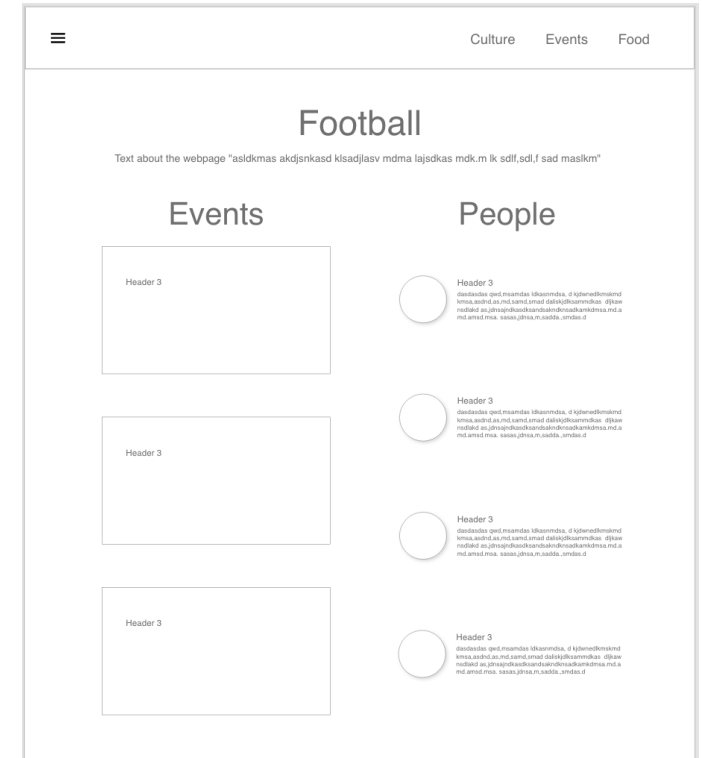
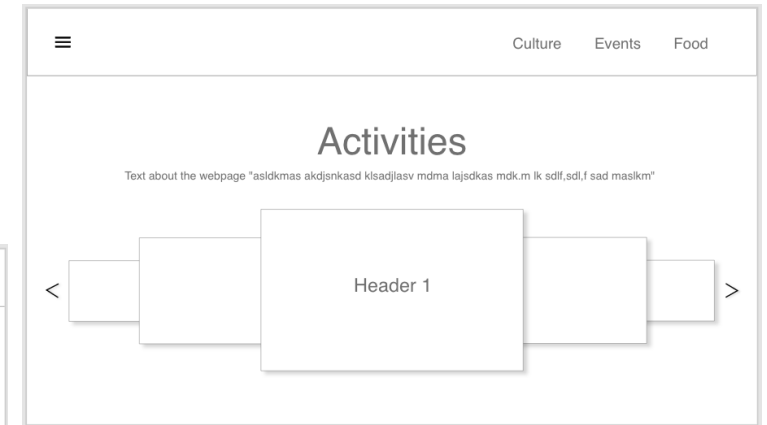
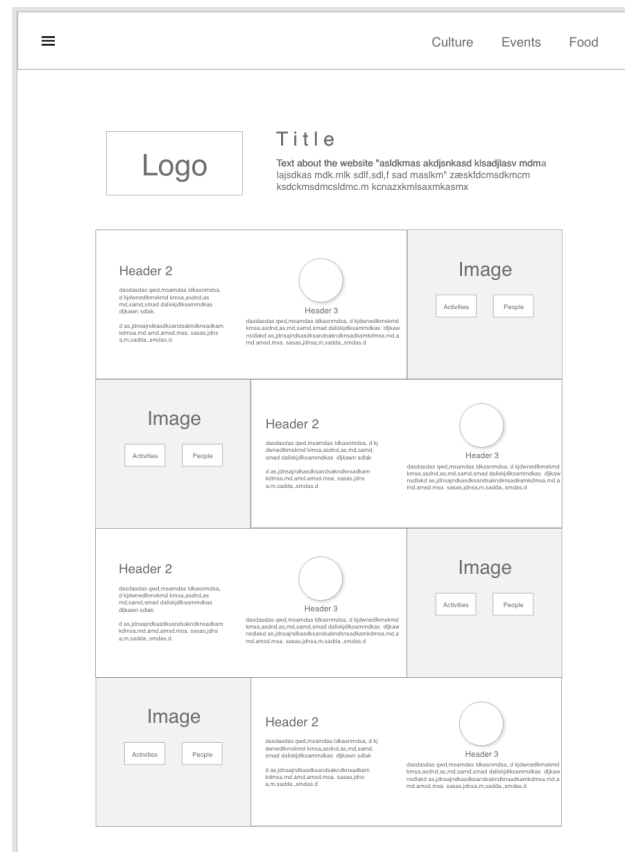
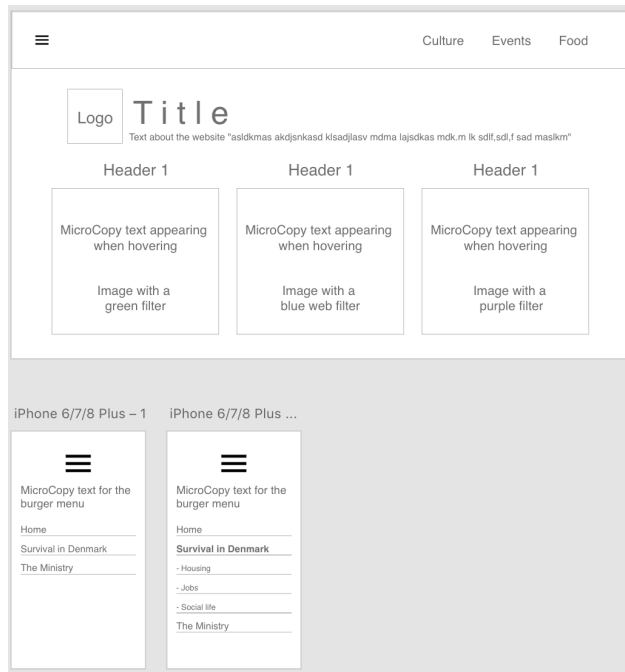
Style tile and descriptions



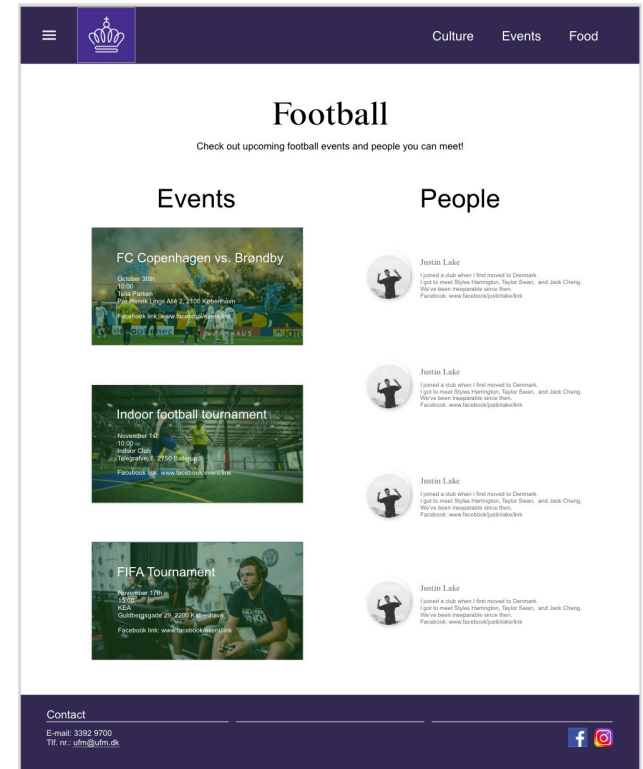
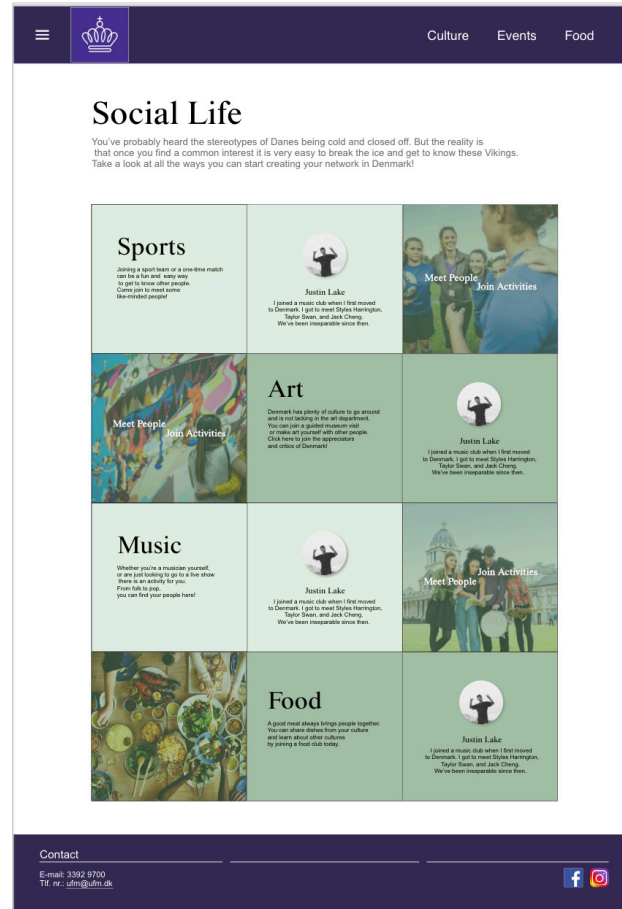
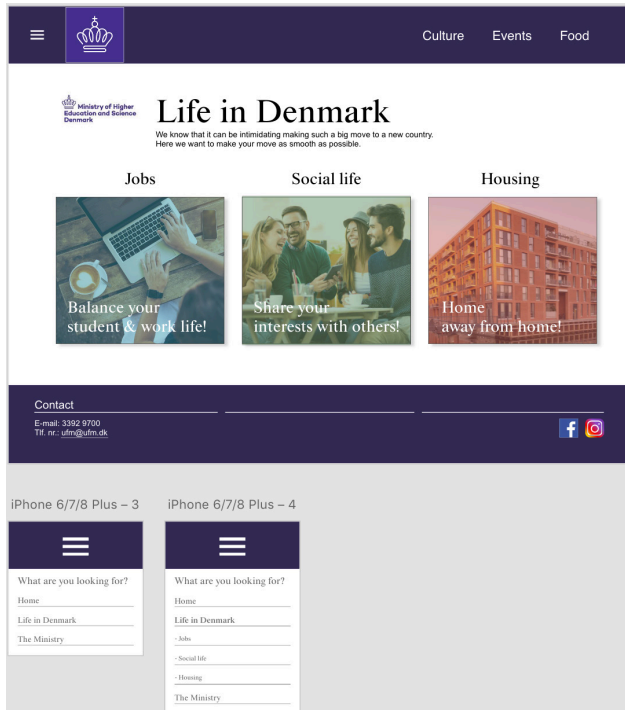
For the colors for our web page we focused on color symbolism and meanings. We chose to work with a light grey background and a playful color-scheme. Our color-scheme consists of pink, a darker pink, blue, darker blue, purple, green and a darker green. We chose these colors because pink symbolizes energy and passion, blue symbolizes trust, security and stability, purple symbolizes nobility and wisdom and green symbolizes renewal, health and good luck. All these colors symbolizes things that we want our visitors to feel when they visit our page and comes to Denmark. We kept the background grey to have a good timeless basic color.

We chose serif type fonts for the headline and headers to make it more formal and we chose a sans-serif type font for body text because we thought it would be easier to read. As for logos, we used The Ministry of Higher education and science's logo and as for icons we used to burger menu for our navigation throughout the site. We also have the crown from the logo as a home button. In the footer we have the facebook and instagram icons.

From low-fidelity XD proto- type



To high-fidelity XD prototype



“Think Aloud Test” and results

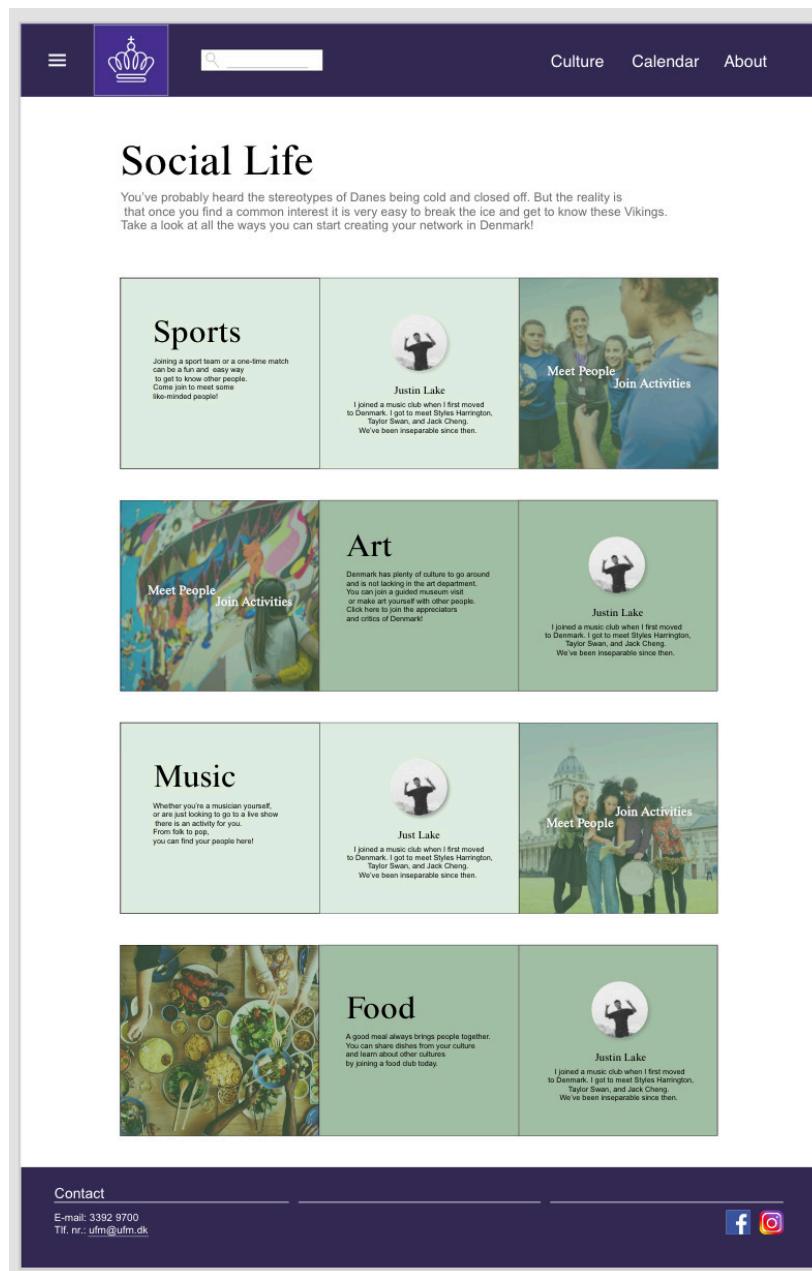
Our test-tasks:

- **Find purpose of the website using only the frontpage**
- **Find the main social topics/groups you can join?**
- **What football events can you join?**
- **Are you encouraged to join an event?**
- **What are the main resources of the site?**

Test-results

All our test persons didn't have a hard time figuring out the purpose of the website. They said that the purpose of the site is to help foreigners moving to Denmark. Most of our test persons clicked on our “social life” page and browsed around. From browsing around they figured out that they could join sports, music, arts and food groups/ events. They were all very fast in their responses. Many of the test persons clicked directly on the sports page and afterwards they went to the football page where you can find different events to join. A few test persons took quite long to figure out that it was possible to click on the sports section to go to events etc. A lot of our participants was not that interested in football but if they were, they would like to join the different events because the pictures seemed inviting and fun. The last task was the task with most difficulties. Our participants didn't know if the main resources of the site was “culture, events, food” in the top navigation bar or if it was “housing, jobs, social life”.

Future changes



The test made us realise the fact that it could be difficult for the participant to see what the main subjects was on the website. This was because of the navigation bar, which had the topics: Culture, Events and food.

This confused some of the participants, so we needed to change it to “Culture, Calendar and About” instead. Then it wouldn’t take the same attention, and at the same time, it would make more sense to the whole topic “Life in Denmark”.

The second thing we changed was the “social life” page. Some of the participants thought it wasn’t easy to see what topics were together on the page. This was bad semantics, so we added white space between the sections and used proximity to make the sections more clear.