

Transcribed Interview with Stakeholder

Interviewer: Hello, my name is Stefania, and I will be interviewing you today about the website Belco Alliance. So, we basically wanted to conduct an interview with you as part of our user research, and not just user research but client research as well. We are conducting two types of research—qualitative and quantitative. One is a survey, which we started sending out to students this morning, and the second type of research is this interview with you as a client and a student who would ultimately also be a user of the website.

Would it be OK if we record this meeting so my teammate Karina can do a transcription?

Stakeholder: Yes, of course.

Interviewer: Great, thank you so much. We have a couple of questions for you, but this won't take too long, so we wouldn't be bothering you.

To start, could you please state your name and your role within the Belco Alliance?

Stakeholder: My name is Maurice Capos. I've been working with funders for 10 years now, and I am the President of the Belco Alliance.

Interviewer: Great. And what is your area of focus within the Belco Alliance? You mentioned that you are the president.

Stakeholder: Yes, that's correct.

Interviewer: Okay. We've divided the interview into two sections—one about our assignment and another with more personal questions about you. During your presentation, you mentioned that there is a section on your website with modules and programs for exchange students. You also mentioned that it's up to us to decide whether we incorporate this into the redesign of the new website or have it as an external dashboard. Could you elaborate on that?

Stakeholder: My preference is to have two separate things: one is just the main website for the Alliance, where we provide information about what we do, the conferences we organize, and the European projects we are involved in. This is meant to inform universities and update our current members.

The second part is BELCO Education, where we provide training, 'train the trainer' programs, and other educational programs for teachers, staff, and management. Some of these programs are offered by universities, and students can participate. The reason we want this as a separate section is that it serves as our business model to generate income for the Belco Alliance.

Since we don't charge membership fees for universities—because that can be a hurdle—this setup allows universities to be more flexible and willing to participate without having to go through multiple approval levels.

Interviewer: That makes sense. Since this would be a business model, I assume you would want to track the applications and payments, right? Right now, the page isn't fully functional, and users don't really have access to apply. Is there an application process for these programs?

Stakeholder: Yes, some programs require a fee, some are winter programs, and others might include modules from the Acceleration Academy. Students can apply and pay for these programs directly.

Interviewer: Right. So, since this would be the business side of your organization, if we were to track clients and applicants, that would go into your internal admin dashboard, correct?

Stakeholder: Yes, exactly.

Interviewer: Speaking of your admin dashboard, your colleague mentioned that he would love to have a mobile version so he could access it from his phone.

Stakeholder: Yes, students do that and prefer that format.

Interviewer: I see. But regarding your dashboard, since we don't have access to it, we might not be able to make direct changes to it. We might only be able to help with the website redesign.

Stakeholder: It would be amazing if you could help us with the dashboard as well.

Interviewer: We'll discuss it with our teammates and teachers to see what's feasible.

Stakeholder: That would be great. I can also provide you with access so you can see how the backend works.

Interviewer: That's good to know. We'll first evaluate if this is within our scope and then decide. Now, regarding the current website, do you prefer that we build upon the existing design and improve it, or would you like a complete redesign?

Stakeholder: You are free to redesign it.

Interviewer: Understood. In terms of prioritization, what would you say is the most important feature that the redesigned website must have?

Stakeholder: The visibility of the members.

Interviewer: And what is something that is important but not necessarily critical?

Stakeholder: Ease of navigation. Users should be able to find exactly what they need without too many clicks.

Interviewer: Noted. What would be a lower priority feature?

Stakeholder: That would depend on what you assess as necessary. Just follow your requirements.

Interviewer: Got it. Could you summarize the main goal of the Belco Alliance?

Stakeholder: Yes, of course. Universities typically work through bilateral agreements, but we found that collaboration between 3–5 universities together yields better results. This model ensures that even if one partner drops out, the project doesn't fall apart. Our goal is to create strong collaborations in areas like curriculum development, projects, and research.

Interviewer: And what about your target audience?

Stakeholder: The target audience is International students and university partners.

Interviewer: What kind of impression should the website give?

Stakeholder: It should be attractive but not overly complex.

Interviewer: Have you received any feedback on the current website?

Stakeholder: Yes, people say it looks outdated, and the information is not frequently updated.

Interviewer: How do you post information at the website exactly?

Stakeholder: Before, when we had that company, we send them the information and then they posted it. Then we try to do it out ourselves.

Interviewer: Alright, so we don't have some sort of system where it easily upload photos and videos. And are there areas at the side that you feel are underperforming or confusing?

Stakeholder: Yes, the modulus is the most difficult part to understand. From the perspective of the customer student. Because that's three weeks programs. In a row, that is something that students almost don't do, and the most programs in the world are linear. And most of the time when you see a module, it is a summer program, three weeks or four weeks. That's something that you see by most universities. We have that in the exploration so you can see the whole semester or the whole year. In this way we are trying to convince universities to go more to the module system because students are more free explore.

Interviewer: Okay. Would multilingual support or accessibility be a key priority?

Stakeholder: It's not a priority, but if it's possible, that would be great.

Interviewer: Got it. Those were all my questions. Do you have any questions for us?

Stakeholder: No, just feel free to work in the way that suits you best.

Interviewer: That's great. Thank you for your time!

Stakeholder: Goodbye!

Interviewer: Have a nice day!