

**BELCO
ALLIANCE**

Create that UX Project

 User testing

Project Plan

1. Project Definition

- The project aims to redesign the official website of the BELCO Alliance
- Collaboration between five European universities promoting international education and research
- The new site will clearly present BELCO's mission, initiatives, and module offerings, targeting both students and alliance members.
- It will feature a modern, visually appealing design with intuitive navigation, ensuring easy access to program information and partnership opportunities.
- The updated platform will serve as a central hub for communication, engagement, and exploration of BELCO's international education modules
- Improving overall functionality, usability, and representation of the alliance.

1.1 Client:

- Belco-Edu.com represents the BELCO Alliance—a non-profit consortium founded by five leading European universities from France, Germany, the Netherlands, Finland, and Denmark.
- The alliance is part of a global network of 20 institutions focused on fostering international collaboration in higher education through curriculum development, joint research, and student/staff exchanges.
- BELCO's mission is to promote internationalization by offering short, high-quality academic modules to students worldwide.
- Belco-Edu.com serves as the central platform where students can discover, explore, and enroll in these globally-oriented educational programs.

1.2 Team :

- **Position: Project Manager**

Description: Oversees the entire project, assigns tasks, manages timelines, keeps the project aligned with its goals, and ensures team communication.

Contact person: Stefania Melyova

email: stefania.melyova@gmail.com

phone number: +359885738855

- **Position: User Research**

Description: Gathers and analyzes user research. They conduct interviews, surveys, and usability tests to understand user needs and behaviors. Their findings help teams create user-centered solutions that enhance usability and satisfaction.

Contact person: Kristiyana Petrova

email: chrissi090605@gmail.com

phone number: +359 878416610

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Yana Spasova

email: yanadspasova@gmail.com

phone number: +31 6 25 1319 33

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Katerina Borisova

email: katerina.borisova294@gmail.com

phone number: +359876238202

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Xianthe Muller

email: xianthemarie@gmail.com

phone number: +

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Monica Looijen

email: monicacrispine@gmail.com

phone number: +

1.3 Current situation

- Belco Alliance website is a platform for a strategic partnership between European and non-European higher education institutions.
- The website offers details about academic programs, student exchange opportunities, and research collaborations.

- It also provides information on partner institutions , ways to get involved and information about the institution itself.

1.4 Problem description

The Belco-edu.com website serves as a digital hub for fostering collaboration among members, partners, and stakeholders. However, the website is currently not fully functional and lacks essential content, limiting its ability to effectively showcase the alliance's mission and initiatives.

Key Challenges:

1. **Incomplete Functionality** – Some sections of the website are not fully operational, engagement and accessibility.
2. **Content Gaps** – Crucial information about the alliance, its projects, and opportunities for collaboration is missing or insufficiently detailed.
3. **User Experience Issues** – Without a seamless and informative experience, visitors may struggle to understand how they can contribute or benefit from the alliance.

1.5 Project Goal

- We will provide a proper website that is working properly.
- The goal is to design and deliver a fully functional, modern, and user-friendly website that effectively communicates the BELCO Alliance's mission, initiatives, and academic offerings.
- The platform should improve user experience for students and members.
- Support international collaboration.
- Serve as a central hub for program exploration and engagement.
- The final product will reflect BELCO's values and enhance its global presence.

1.6 Deliverables

- A fully redesigned and functional BELCO Alliance website.
- Clean, responsive UI design using Figma.
- Clear content structure showcasing BELCO's mission, partners, and academic modules.
- An integrated or clearly linked module program page.
- Accessibility and usability improvements (WCAG-compliant).
- Documentation for website usage and future updates.

1.7 Non-deliverables

- Back-end development of student enrollment systems.
- Integration with third-party platforms (e.g., LMS, CRM).
- Continuous website maintenance after project delivery.
- New branding or logo design unless explicitly requested.

1.8 Constraints

- Limited access to original source files and outdated platform.
- Time and resource restrictions within the student project scope.

- Partial availability of client stakeholders for regular feedback.
- Dependency on available content from the client (text, images, module info).

1.9 Risk Assessment

- **Content Delays:** Incomplete or delayed content from the client may slow development.
Mitigation: Set early deadlines for content submission.
- **Scope Creep:** Requests for features beyond the agreed project scope.
Mitigation: Stick to clearly defined deliverables and get written approval for scope changes.
- **Design Misalignment:** Final result may not meet client expectations.
Mitigation: Conduct regular feedback sessions and show mockups early.
- **Technical Limitations:** Integration limitations due to the current platform or hosting.
Mitigation: Propose practical alternatives or use simplified solutions.

2. Phasing (based on 5 stages of Design Thinking)

Stage 1: Empathize – Research Your Users' Needs

- Conduct interviews with stakeholders and potential users (students & alliance members)
- Analyze current website issues and user pain points
- Benchmark similar educational platforms for inspiration

Stage 2: Define – State Your Users' Needs and Problems

- Identify key challenges with the current website (e.g., navigation, missing content, poor visuals)
- Define user personas and core user journeys
- Summarize insights into clear problem statements

Stage 3: Ideate – Challenge Assumptions and Create Ideas

- Brainstorm design and content solutions as a team
- Sketch wireframes and explore layout options
- Decide on core features and structure of the new site

Stage 4: Prototype – Start to Create Solutions

- Design low- to mid-fidelity prototypes in Figma
- Develop initial clickable mockups for the website
- Review early designs internally and with stakeholders

Stage 5: Test – Try Your Solutions Out

- Conduct usability testing with real users
- Collect feedback and iterate on the design
- Finalize the design for development and handover

3.Methodology

- A lightweight agile methodology will be followed:

- ▷ Progress will be reviewed every week to adapt to any given feedback from the teachers. That will ensure the quality of our work and that the project is on track.

4.Target Audience

- **Students:** Primarily those interested in international study programs and short academic modules.
- **BELCO Members:** University staff and coordinators looking to collaborate, publish modules, or manage exchange opportunities.
- **Potential Partners:** Institutions or stakeholders interested in joining the BELCO Alliance or supporting its initiatives.

Team Charter

Team Members

Yana:

- **Strengths:** Front-end development, documentation, dependability, communication
- **Weaknesses:** Creativity, procrastination

Krisi:

- **Strengths:** Front-end, design
- **Weaknesses:** Time management, back-end

Kate:

- **Strengths:** Front-end, design, timely submissions
- **Weaknesses:** Back-end

Stefi:

- **Strengths:** Organization, documentation, design, front-end
- **Weaknesses:** Translating complex elements into code, back-end

Xianthe:

- **Strengths:** Back-end development, communication
- **Weaknesses:** Time management, design

Monica:

- **Strengths:** Design, documentation, front-end, presenting
- **Weaknesses:** Time management

Core Values

What do we prioritize?

- We are committed to high-quality work, maintaining discipline, professionalism, and ambition.
- We uphold mutual respect among team members.
- We support and advocate for women, always acting with good intentions.

Group Norms

All documentation is maintained in Notion, ensuring every team member has constant access for editing and downloading. Tasks are managed in Trello. Code merging is handled through Git. Communication is conducted via WhatsApp.

1. **Response Time** – Team members must reply to all forms of communication within 12 hours unless they have a valid reason (e.g., illness).
2. **Attendance** – Participation in all Status Update meetings is expected unless a valid reason is provided (e.g., illness). If a member is absent, the meeting may be rescheduled, or a summary will be provided.
3. **Deadlines** – Tasks must be submitted on time unless an acceptable reason prevents it. If a task cannot be completed, another member may assist, or the task may be reassigned with mutual agreement.
4. **Receiving Feedback** – Accept and reflect on feedback constructively, without defensiveness, to foster growth

Roles

- **Stefania Melyova** – Project Manager
- **Kristiyana Petrova** – User Researcher
- **Yana Spasova** – Web Designer
- **Katerina Borisova** – Web Designer
- **Xianthe Muller** – Web Designer
- **Monica Looijen** – Web Designer

Standards of quality

- Clear and effective communication
- Meeting deadlines consistently
- Taking ownership of responsibilities

Sample Agreement (Rules)

1. **Group Project Working Hours:** Monday - Friday, 9:00 AM - 5:00 PM.
2. **Response Time:** Team members must respond to communications within 12 hours unless a valid reason prevents them.
3. **Attendance:** Participation in all classes is required unless a valid reason (e.g., illness) is provided. If a team member cannot attend, they must inform others and ensure their workload is covered.
4. **Deadlines:** Tasks must be completed on time unless a valid reason prevents it. If a task cannot be finished, another team member may assist, or it will be reassigned with collective agreement.
5. **Behavior:** All members must maintain respect and inclusivity. English is the required language for group chats, meetings, and discussions.
6. **Feedback:** Feedback should be constructive, covering:
 - Strengths and successes
 - Areas for improvement
 - Specific suggestions for enhancement
7. **Development:** Each member is responsible for their Git branch. No one should modify another member's code without discussion. Suggestions should be communicated to the responsible person.
8. **Design:** All design decisions should be agreed upon respectfully. Members should not alter another's design but should create a separate frame for proposed changes.
9. **AI Usage:** AI should only be used when necessary, with team and teacher approval, and with full understanding of its output.

If a member violates these rules more than twice, on the third occurrence, they will be removed from the group and must face the consequences.

Survey questions

Hello, you! Our client BELCO Alliance has asked us to redesign their website and improve some of its functionalities, to make it more user-friendly, modern, and helpful for students like you.

BELCO Alliance is a non-profit organization between 5 founding universities promoting international education and research. BELCO aims to enhance communication, engagement, study modules and overall student experience all around the world.

Please, fill out this survey, to help us create a better experience for you!

Section 1: General Info

1. What university are you currently enrolled in?
 - BBA INSEEC (France)
 - CBS International Business School (Germany)
 - Fontys University of Applied Sciences (Netherlands)
 - LAB University of Applied Sciences (Finland)
 - UCL University College (Denmark)
 - Other (please specify): _____
2. What is your current study program or major?
 - [Short answer]
3. Have you heard of the BELCO Alliance before this survey?
 - Yes
 - No
4. What is your gender?
 - male
 - female
 - other
 - I prefer not to say
5. What is your age?
 - below 17
 - 18 - 24
 - 25 - 30
 - 31 - 40
 - 41 +
6. Which are your preferred channels for finding information? (multiple select)
 - Google search (other search engines)
 - Instagram
 - TikTok
 - Facebook
 - Reddit

- X (Twitter)
- YouTube
- TV
- Other (please, specify)

Section 2: Website Experience & Functionality

1. Have you visited the current BELCO website (belco-edu.com)? - insert photos
 - Yes
 - No
 - Not sure
2. If yes, what was your impression of the website? - insert photos
 - Outdated
 - Confusing to navigate
 - Hard to find information
 - Looked okay but could be improved
 - I liked it as it was
 - Other (please specify): _____
3. What information do you think is most important to find easily on the site? (Select up to 3)
 - Exchange modules/programs for students internationally
 - How to apply/enroll to the modules/programs
 - Deadlines and schedules
 - Partner universities
 - Contact info/support
 - Other: _____
4. How would you prefer to see the information on the website? (multiple select)
 - Text
 - Video
 - Photos
 - Other (please, specify)
5. Would you prefer BELCO modules (exchange programs for students internationally) to be:
 - Integrated into the main website
 - Accessed through a separate dashboard/portal
 - No preference

Section 3: Design Preferences

1. What kind of design style do you find most appealing for an academic website? (insert pictures)
 - Clean and minimal

- Colorful and creative
- Professional and formal
- Friendly and student-focused
- Other: _____

2. What's more important to you when visiting a site like this?

- Beautiful visual design
- Easy-to-use navigation
- Fast performance
- Mobile-friendliness
- Clear information
- Other: _____

3. On a scale from 1 to 5, how important is it that the website works well on your phone?

- 1 Not important at all
- 2 not that important
- 3 Neutral
- 4 Important
- 5 Very important

Interview questions

Interview Questions for Students

Interviewee Info:

1. What is your name?
2. Age?
3. Are you an international student?
4. Where are you currently studying (country and institution)?
5. What is your field of study or academic interest?
6. Have you ever considered/ attended an exchange programme abroad?

Questions about Website Use & Preferences:

- When visiting an educational website, what information do you look for first?
- Which websites related to education or study abroad have you found most helpful or easy to use?
- What kind of design do you prefer: minimalistic, colorful, tile-based, or text-heavy?
- What type of content do you engage with the most: videos, images, text, or interactive tools (like filters or maps)?
- Would you find it helpful if the site was available in multiple languages?
- What features or content would help you trust an education website more? (e.g. testimonials, partner logos, real student stories)
- How would you prefer to explore available modules — by country, topic, or university?

Interview Questions for Stakeholders (BELCO Team)

Interviewee Info:

1. What is your name and role within BELCO or the BELCO Alliance?
2. What is your area of focus (e.g. communications, IT, international relations, etc.)?

Questions about Assignment

- When will it be possible for you to provide the Brand Identity and access to the before mentioned “Backside”?
- Do you want the redesign to build upon the current structure or start from scratch?
- What are the requirements connected to the “Backside” (if the functionality is an issue we will not be able to fix anything. only responsiveness)? - ???
- What did you mean by the module separation in the presentation????
- What are the exact deliverables of this assignment? (e.g. redesigned home page of website, redesign of Backside)?
Based on MoSCoW (Must, Should, Could and Will haves)

Questions about Client

- What is the main mission or goal of belco-edu.com?
- Who do you consider your primary target audience — is it mainly international students?
- What do you want users to do most on the site (e.g. apply, explore modules, contact)?
- What kind of impression should the website give to first-time visitors?
- What specific feedback have you received about the current website (from users, staff, or partners)?

- Are there areas of the site you feel are underperforming or confusing?
- Which sections or content should be more visible or prioritized on the homepage?
- Are there design styles or websites you'd like the redesign to be inspired by?
- What key features or improvements do you want in the new version?
- How will you measure the success of the redesign (e.g. user engagement, number of applications)?
- Is multilingual support or accessibility a key priority for the redesign?

Personas

User Persona: Peter

International ICT Student

Image



Basic Info

- **Name:** Peter
 - **Age:** 19
 - **Nationality:** Albanian
 - **Current Location:** Eindhoven, Netherlands
 - **University:** Fontys University of Applied Sciences
 - **Field of Study:** ICT – Open Learning
 - **Exchange Experience:** Erasmus+ internship in Spain
-

Goals & Motivations

- Discover ICT-related **study abroad programs** easily
 - Access **reliable and clear information** about available opportunities
 - Find programs that match his interests **without complex navigation**
 - Use filters to **explore programs by topic** rather than by country or institution
-

Website Preferences

- **Minimalist and modern design**, with clean layout and slight use of color

- **Fast loading** and easy to navigate
 - Prioritizes seeing available programs **immediately**
 - Enjoys **interactive elements** (e.g., filters, maps)
 - Values **authentic student photos** more than promotional videos
-

◆ Trust & Credibility

- Looks for **real student stories** and reviews
 - Trusts websites that show **partner university logos**
 - Prefers **current, updated information**
 - Dislikes generic testimonials — wants honest, firsthand opinions
-

◆ Behavior & Language

- Browses programs **by topic/program**
 - Doesn't prioritize location unless relevant
 - Prefers the site in **clear English**
 - Multilingual options are helpful, but **not essential**
 - Skips complex or cluttered sites — prefers **user-first experiences**
-

Summary

Peter is a young, tech-savvy, international student seeking practical and flexible study abroad opportunities. He values simplicity, speed, and authenticity when interacting with educational websites. To engage students like Peter, platforms should prioritize intuitive navigation, trusted content, and a minimalistic aesthetic.

MoSCoW

Research on client

Checkpoints

Checkpoint 1

We presented the following:

- Project Plan
- ToDoist task list
- Our Coda environment

Feedback and Key Takeaways from Mr. Chris:

- Consider switching to a tile-based task management tool like Trello, which uses a ticket system and may offer better workflow visibility than ToDoist.
- Keep documentation concise—prioritize bullet points over large text blocks.
- Break down tasks into smaller, manageable steps for better tracking and execution.
- Ensure all group members actively contribute to **every** part of the project (research, web design, documentation) to meet individual Learning Outcome requirements
- research client's goal properly (create a research document)

Checkpoint 2

Presented:

- Project plan
- Trello To-Do list with tasks for today

What We Learned from Mr. Paul:

- Combine interviews and surveys for the ultimate Target Persona
- Prioritize interviews for deeper insights
- Maybe divide research tasks in pairs
- Follow the 5 stages of Design Thinking
- Analyze other websites for inspiration
- Define target audience clearly
- Identify audience needs and interests

Checkpoint 3

Presented:

- Stefi's design prototypes
- Discussed other website inspiration

What we Learned from Mr. Stan:

- He likes the design presented
- Emotions follow functionality (make something that aspires a good feeling/emotions)
- It's important to believe in the solution, if you don't think the current solutions is not good enough, find another one
- Stan said that the symbols we used reminded him of a Bauhaus design and he liked that. Furthermore, we discussed possible animations (website with the opening door), with which he will help us
- Stan said that he has no problem with a simple design, especially if the client demanded it
- Stan reassured us that the client liking what we will created for them is not a top priority for his assessment
- He advised, as students who have used educational websites, to also take into account our troubles and frustrations when designing the website
- In addition, he supports us to advise the client for recent changes on our end, because we have the professional opinion

Checkpoint 4

What Was Presented:

- Figma prototype showcased to both stakeholders and the teacher

Feedback Received:

- Stakeholders gave positive feedback and appreciated the design
- Approval was given to move forward with the development phase of the project

Checkpoint 5

We spoke with Paul about our project meeting and current Figma prototype.

The feedback points:

- The concept of the door in the design: sell it more clearly – it's a metaphor for new opportunities.
- For user research: aim for at least 5 interviews. If we're doing an online form, then we should aim for at least 100 responses.
- One of the most interesting takeaways of the surveys and interviews: the idea of having a separate website for the application and the modules page. Client prefers this because it feels more like a clear business solution. In the end, we are the experts – it's our call which direction we take and which research/surveys we base our decisions on.
- When it comes to the development part: we can all work on the same design but will ultimately have different websites.

Next steps:

- Continue building the next pages of the Figma prototype.
- Possibly begin user testing with the target audience in preparation for Monday's user testing with Dirk.

Checkpoint 6

User Testing Summary – Portfolio Website:

- **Tester:** Ashley, 20, Psychology student at Fontys
 - **Intro:** User was told they're not being judged — the website is.
-

Key Findings:

- **Homepage:** Vibrant colors and visuals; animation hard to interpret.

- **Navigation:**

Some links (like "Partners") didn't work.

"Modules" section was unclear and unclickable.

"Programs" page was easy to find and understand.

About page accessible.

- **Buttons:** Found 3, but only 1 worked.

- **Interactivity:** Some design elements looked clickable but weren't.
-

User Goals:

- Understood website purpose: **exchange opportunities abroad.**
 - Couldn't easily find how to participate or get involved.
-

Overall Impressions

- Website felt **vibrant, fun**, and easy to return to.
 - Would **trust and revisit** the site.
 - Everything was **readable and inviting to explore.**
-

Feedback

- Fix broken/unclear links and improve clickability.
- Avoid making non-clickable elements look interactive.
- Add **partner logos** to enhance credibility.
- Limit testers per session to 2–3 people.
- Prepare screen recording **before** the test begins.
- Avoid asking for design preferences — focus on function.

Checkpoint 7

What Was Presented:

- Tested prototype
 - Interactive prototype
-

Feedback Highlights:

Teamwork & Planning:

- Divide the development work into groups of 2 or 3
- Ensure tasks are split equally among team members
- Good communication is important and can be included in the learning outcomes

Design & Development:

- It's acceptable to change the design during the coding phase
- Showing different design variations is a positive approach

Technical Scope:

- If a database is used, PHP must be implemented
- Avoid making the project too complex; using databases or new programming languages may be too ambitious at this stage
- Keep the project simple and focused

Overall Impression:

- The prototype looks good and is on the right track
-

Competitors analysis

The purpose of this analysis is to identify the key differences with competitor's online presence and identify opportunities to improve Belco Alliance website. We focused on two main competitors—Erasmus+ and CIEE.

Erasmus+ - [Home](#) - Erasmus+ offers a broad portfolio including student mobility, joint degree programs, and capacity-building initiatives across Europe and beyond.

Key Differences:

- **Interactive Tools:**

Erasmus+ offers more interactive features that make exploring their programs engaging and user-friendly.

- **Joining Guidelines:**

Their website provides clear, step-by-step instructions on how to join their programs, which simplifies the application process.

The screenshot shows a navigation bar with links: Home, About Erasmus+ (highlighted), Opportunities, Programme Guide, Resources and tools, What's new?, and Projects. Below the navigation is a breadcrumb trail: You are here: [Home](#) / [How to take part](#). The main content area has a sidebar with links: What is Erasmus+?, How to take part (underlined), How Erasmus+ is managed, History, funding and future, and 35 years of Erasmus+. The main content title is "How to take part". It includes a general overview, information about the programme being wide and diverse, factors for taking part, and a numbered list of 1. applying by yourself or on behalf of an organisation and 2. the country of base. A circular arrow icon is in the bottom right corner.

How to take part

This page contains a general overview of how to take part. You will need to check the specific action that you are interested in to see the criteria you should meet.

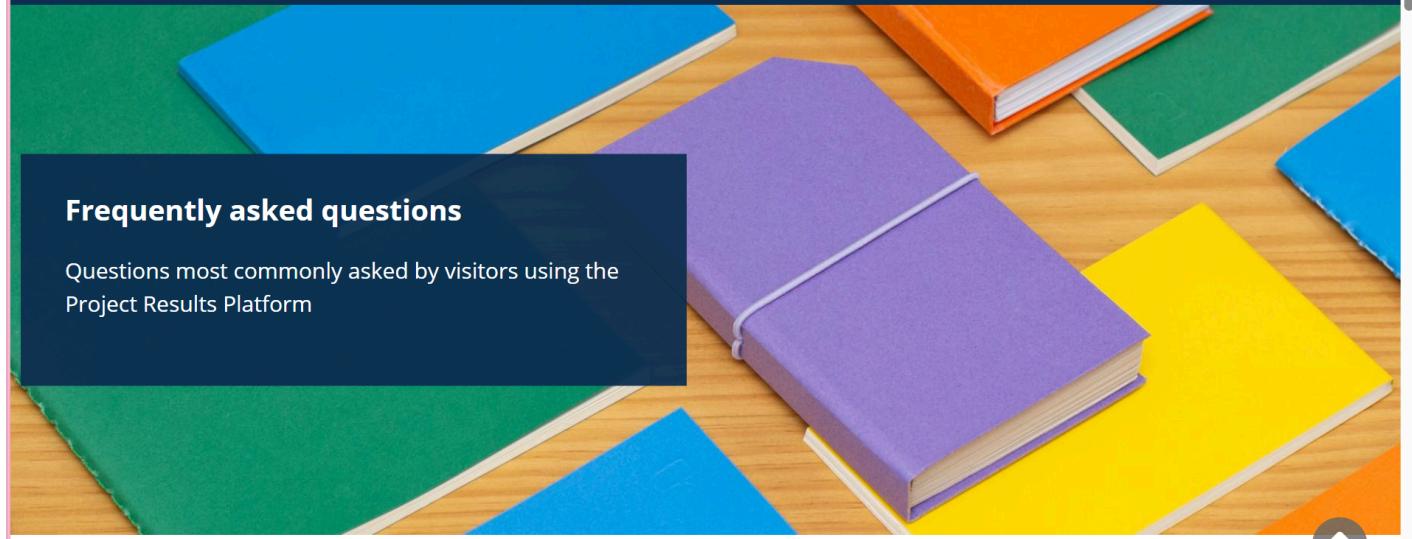
Erasmus+ is a very wide programme, covering a diverse range of actions.

How you can take part depends broadly on two factors:

1. if you are applying **by yourself** or on **behalf of an organisation**
2. in which country you or your organisation is based

- **User Support:**

Erasmus+ has a helpful FAQ section , so users can easily find answers to their questions



You are here: [Home](#) / [Projects](#) / [Frequently asked questions](#)

Frequently asked questions

Questions most commonly asked by visitors using the Project Results Platform

Search by topic from this list, or jump down to [watch a short overview video on how to search and navigate](#).

- **Updates:**

They have a dedicated news and events page, which help the users to stay updated with the latest information.

Erasmus+

EU programme for education, training, youth and sport



Home About Erasmus+ Opportunities Programme Guide Resources and tools What's new? Projects

News
Latest news about Erasmus+.

Events
Latest events about Erasmus+.

Podcast: Erasmus+ revealed
A new gateway to explore the EU's most popular funding programme.

Interested organisations can apply for funding under any of the programme's key actions, and Jean Monnet actions.

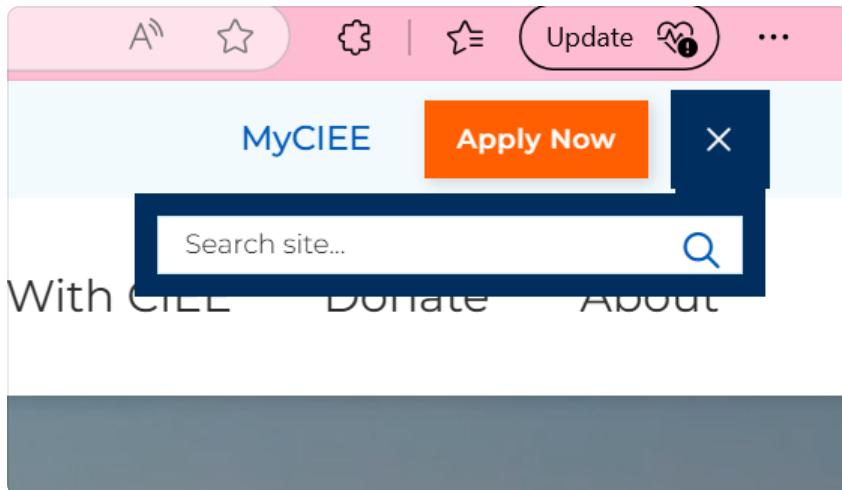
[Learn about the call](#)

CIEE- CIEE-An international organization offering study abroad, cultural exchange, and professional development programs that help create global learning communities.

Key Differences:

- **Search Functionality:**

CIEE features a search bar, which helps users quickly find information about programs and opportunities, enhancing the overall user experience.



- **Interactive Tools & Guidance:**

CIEE's website features interactive tools that help users explore their programs. They provide clear, step-by-step instructions on how to join, making the application process straightforward.

- **User Support & Updates:**

Their site includes a detailed FAQ section, as well as a dedicated news and events page to keep users informed about the latest opportunities and updates.

- **login:**

The website provides a login for easier access to their website

The screenshot shows a web browser window with the URL <https://my.ciee.org/login>. The page is titled "My Account". It features two main sections: "I AM A RETURNING USER" on the left with a "Log In" button, and "I AM A NEW USER" on the right with a list of account creation options. At the bottom, there is a privacy notice and an "Agree and Dismiss" button.

ciee.org Find a program ▾ Help ▾

ciee® MY ACCOUNT

I AM A RETURNING USER

[Log In](#)

I AM A NEW USER

Sign up to work on applications for CIEE programs and receive e-mail updates.

- [Create a College Study Abroad account](#)
- [Create a First Year Abroad account](#)
- [Create a Gap Year Abroad account](#)
- [Create a High School Semester Abroad account](#)
- [Create a High School Summer Abroad account](#)

CIEE collects personal data about visitors to our website, in order to improve the user experience and provide visitors and prospective visitors with personalized information about our programs and services. By using our site, you acknowledge that you accept the information policies and practices outlined in our [Privacy Notice](#) and our [Terms & Conditions](#).

[Agree and Dismiss](#)

Research plan

Kati's questions:

1. What features and tools should be integrated into the website to support academic program listings, student exchanges, and research collaborations?
2. What are the main challenges that users (students, educators, and partners) face when navigating the **BELCO Alliance website?**
3. What improvements can be made to the website's navigation and layout to ensure easy access to academic programs, exchange opportunities, and partnership details?
4. How accessible is the website for users with different needs, and what improvements can be made for better accessibility (e.g., mobile responsiveness, readability, language options)?
5. What essential interactive features (search filters, application portals, contact forms) should be added to improve website usability?

Yana's Questions

- How can the website use inclusive and accessible design to better support international and diverse users?
- Which types of content—such as courses, partners, or application steps—are most important to students, and how should they be prioritized in the redesign?
- What are the client's main goals for the website redesign, and how will they evaluate its success?
- Does the client prefer a full redesign or an improvement of the current site, and which sections or content should be emphasized in the new version?

Stefi's questions:

What type of website layout (one-pager vs. multi-page) do students find more intuitive for exploring BELCO modules?
→ Why: Helps determine how to structure the site and navigation flow.

Do students prefer the module programs to be integrated into the main site or accessed through a separate portal?
→ Why: Influences whether the module section is part of the main redesign or linked externally.

Which visual styles (e.g., minimalistic, academic, colorful) appeal most to students when exploring academic opportunities online?
→ Why: Guides your design team's style choices in Figma.

What kind of content (e.g., student stories, videos, quick facts) would encourage students to explore and enroll in BELCO modules?
→ Why: Affects the tone and format of the content you include on key pages.

What are the main pain points students currently experience when trying to use international program websites?
→ Why: Helps you identify and avoid common UX issues.

Xia's questions:

- What are the most important elements for the members to see on the website that are currently missing/not displayed properly?

- How are other comparable websites designed that are student focused? Any specific elements?
- What would make students more likely to share the website with peers?
- How can design choices (color schemes, typography, layout) influence students' trust in BELCO? What feeling do we want to convey?
- Could we possibly improve the navigation?

Monica's questions:

1. What are important elements for you to see in a website for international programs.
- 1
3. What specific aspects of past student experiences would be most helpful to highlight? (Cultural adaptation, academic challenges, career benefits, etc.)
4. What type of content would make the website more engaging (think video tours of the university, information about the area)
5. How would you prefer to receive updates about programs? (Email, social media, WhatsApp, webinars, etc.)

Research Plan

- Each question should have answers to the following sub-questions:
 - Why is that question important for the project?
 - Which methods of the DOT Framework did I use to research it?
 - How are you going to answer this question (survey / interview / other)?
 - When will you answer this question (in which Phase of the project - see project plan)?
 - Answer to the question...

Research Layout:

1. Competitor Analysis:

- How are other websites designed?

2. Client

- What are the client's main goals for the website redesign, and how will they evaluate its success?
- Does the client prefer a full redesign or an improvement of the current site, and which sections or content should be emphasized in the new version?

3. Content:

- What type of content would make the website more engaging (think video tours of the university, information about the area)?
- Would you like to read about student experiences that have done / taken the international programs from Belco?

4. Design Choices

- What type of website layout (one-pager vs. multi-page) do students find more intuitive for exploring BELCO modules?
- Which visual styles (e.g., minimalistic, academic, colorful) appeal most to students when exploring academic opportunities online?

5. Functionality

- How would you prefer to receive updates about programs? (Email, social media, WhatsApp, webinars, etc.)?
- What essential interactive features (search filters, application portals, contact forms) should be added to improve website usability?

Research Proposal

1. Competitor analysis

2. Client

Client Name & Role:

The main stakeholder is **Maurice Capos**, who serves as the **President of the Belco Alliance**. With over ten years of experience working with funders, he brings a strong strategic perspective to the organization's operations and goals.

Main Goals for the Website Redesign:

Maurice emphasized that the redesigned website should serve two primary functions:

- **Showcase the mission and structure** of the Belco Alliance, including the various European projects, conferences, and collaborations it facilitates.
- **Clearly differentiate between the Alliance and BELCO Education**, the latter being the business-oriented section of the organization. BELCO Education offers training programs and modules to universities, staff, and students—some of which are paid and generate revenue for the Alliance.

Evaluation of Success:

The success of the redesigned website will be measured based on:

- **Increased visibility of member universities**, which is the top priority.
- A **clearer user journey** where information is easily accessible without unnecessary complexity.
- **Better engagement with international students** and university partners through a modern, professional design.
- Effective support of BELCO Education's **application and payment processes**, potentially linking to or integrating an internal admin dashboard.

Preferred Design Approach:

Maurice stated clearly that the team has full creative freedom and prefers a **complete redesign** rather than incremental changes. There are no limitations set by the client, which allows for flexibility in layout, structure, and visual identity.

Key Priorities:

- **Member visibility** is essential to communicate the network's strength and collaborative nature.
- **Navigation simplicity** is also a high priority. Users should be able to access information quickly with minimal clicks.
- The educational section (BELCO Education) should be **clearly separated** from the main informational site, either as a distinct section or a linked platform.

Secondary Priorities & Requests:

- The admin dashboard—used to track applications and payments—is not currently accessible to the team but was mentioned as an area the client would appreciate help with if feasible. A **mobile-friendly version** of the dashboard was requested by another team member, showing demand for better usability.
- **Multilingual support** and **web accessibility** are not mandatory but would be considered valuable if achievable within the project's scope.
- The client would like **ease-of-use for content management**, particularly regarding the uploading of images and videos, which is currently done manually or via outdated methods.

Current Site Weaknesses:

- The site is **outdated in both design and content**, which affects user trust and engagement.
- The **module structure** under BELCO Education is **confusing for students**, especially because it doesn't follow traditional academic formats (e.g., summer programs or linear semesters). The modular system needs clearer presentation to be more intuitive.
- There's **no integrated CMS**, making content updates (such as photos, videos, or event info) difficult for the team to manage independently.

Target Audience:

- The primary users are **international students** exploring academic opportunities.
- A secondary but equally important audience is **partner universities and staff**, especially those interested in participating in projects, training, and joint programs.

Desired Look and Feel:

- The website should appear **professional and attractive**, representing the Alliance's international scope and credibility.
- At the same time, it should avoid being overly complex or heavy with design elements that could compromise clarity and speed.

3. Content

- What type of content would make the website more engaging (think video tours of the university, information about the area)?
- ▷ **Detailed Institution Pages:** Each **partner institution** could have a dedicated page showcasing what makes it unique—academic offerings, key faculty, facilities, and student organizations. This page can include a mixture of content such as written descriptions, professional photos, and student perspectives.
- ▷ **Interactive Institution Maps:** Display an interactive map showing where each partner institution is located, with clickable sections that provide detailed info on the academic programs available, campus life, and exchange options.
- ▷ **Program Comparison Tool:** Students can select multiple **exchange programs** or **academic modules** to compare side-by-side in terms of key details like location, duration, academic level, tuition fees, etc.
- ▷ **Video Tours:** Provide video tours of partner universities, showcasing campus life, academic facilities, and student experiences. This can also include interviews with faculty and students to give a personal touch.
- ▷ **Mini-Documentary Series:** Create short, documentary-style videos focusing on the **academic programs** offered by **partner institutions**. These could include faculty perspectives, student interviews, and visual representations of academic projects or research.
- ▷ **Interactive Program Finder:** Allow users to filter and search for programs based on interests, country, level of study, etc. Include detailed descriptions, application timelines, and faculty insights.

- ▷ **Research Collaboration Spotlights:** Showcase innovative research projects and partnerships between universities, including detailed case studies, outcomes, and impacts.
- ▷ **Success Stories:** Highlight successful collaborations, research projects, or unique academic opportunities offered by the institutions within the alliance.
- ▷ **Interactive Timelines:** Display academic calendars, milestones for exchange programs, or the history of BELCO Alliance in an interactive, engaging format.
- ▷ **Student Reviews & Ratings:** Allow past exchange students to rate and review their experiences within different **academic programs** or at **partner institutions**, so prospective students can learn from their insights.

Do prospective exchange students find student testimonials valuable, and how should they be presented on the BELCO Alliance website?

- ▷ **Importance of the question:**

Understanding whether student testimonials influence decision-making is critical because:

- They can **build trust** and provide real-life insights into exchange programs.
- They help improve the **website's user experience** by ensuring relevant content is included.
- Testimonials may impact **engagement and conversion rates** (more students applying).

If students consider testimonials important, the website must prioritize showcasing them in an engaging and accessible format.

- ▷ **DOT Framework Selection**

The **Discovery-Oriented Testing (DOT) Framework** helps determine the best way to answer this research question. Among the three categories of the DOT framework:

- **Exploratory Research** is the best approach because we need to uncover user preferences and insights rather than test a predefined assumption.
- This research will help in **content planning and website design decisions** based on real user preferences.

- ▷ **When to Answer the Question**

This question should be answered **before the wireframing and design phase**, as it will shape how testimonials are included in the website structure.

- ▷ **How to Answer the Question (Methods Used)**

- **Surveys:** A questionnaire will be distributed to university students to gather quantitative data on whether they find testimonials useful and what type they prefer.
- **Interviews:** One-on-one discussions with students who have participated in exchange programs to understand their perspective in more depth.
- **Competitive Analysis:** Reviewing how other exchange program websites use testimonials and assessing their impact (e.g., engagement metrics, placement on the website).

4. Design Choice

What type of website layout (one-pager vs. multi-page) do students find more intuitive for exploring BELCO modules?

- **Why is this question important for the project?**

This question is essential because the layout directly affects how students navigate the site and access key information, especially about modules. Since BELCO is targeting international students, ease of use and clarity are critical to keeping them engaged.

- **Which methods of the DOT Framework did I use to research it?**

I used the **Desk Research** and **Testing** methods of the DOT Framework. I explored similar educational platforms and analyzed their structures, and we are testing layout preferences through student feedback.

- **How are you going to answer this question (survey / interview / other)?**

Through a **survey** distributed to students from the BELCO partner universities. The survey includes layout-related preference questions with visual mockups for clarity.

- **When will you answer this question (in which Phase of the project)?**

During **Stage 1: Empathize** and **Stage 2: Define**, as we are gathering user input and defining user needs based on their navigation preferences.

- **Answer to the question:**

Based on preliminary research and client requirements, the **one-page layout** is more intuitive and preferred for this use case. It allows students to scroll through key information without clicking through multiple pages, which aligns with user-centered design principles and the project goal of a clean, minimal, and modern website.

Which visual styles (e.g., minimalist, academic, colorful) appeal most to students when exploring academic opportunities online?

- **Why is this question important for the project?**

The visual style of the website influences first impressions, credibility, and engagement. Since the current BELCO website is seen as outdated, choosing a student-approved design style will directly improve user satisfaction and perceived quality.

- **Which methods of the DOT Framework did I use to research it?**

I used **Observation** (looking at popular educational websites), **Desk Research** (trend analysis in academic web design), and **Testing** (asking users for visual preferences in a survey).

- **How are you going to answer this question (survey / interview / other)?**

Survey, which includes examples/mockups of different visual styles (minimalist, academic, colorful) to gather clear preferences.

- **When will you answer this question (in which Phase of the project)?**

This will be addressed in **Stage 1: Empathize** and **Stage 3: Ideate**, to ensure we brainstorm based on real user preferences.

- **Answer to the question:**

Preliminary survey results and design trend analysis suggest that **minimalistic visual styles** are the most appealing to students. They value clean layouts, readable typography, and clear hierarchies over overly decorative or colorful designs. This supports the client's request for a modern, minimal design and aligns with our aesthetic direction in Figma.

5. Functionality

Research question

How would you prefer to receive updates about programs? (Email, social media, WhatsApp, webinars, etc.)?

Why is this question important for the project?

Effective communication is crucial for the success of the BELCO Alliance website. Students need timely updates about exchange programs, while alliance members require insights into administrative updates, applications, etc. Without a well-structured update system, students may miss opportunities, and alliance members may struggle with coordination and decision-making.

Which DOT frameworks did I use?

The DOT framework methods I used were:

- **Surveys** (field strategy): Gather data on how students and alliance members prefer to receive updates
- **Interviews** (field strategy): conduct one-on-one discussions with students and alliance members to explore their communication habits.
- **Stakeholder analysis** (field strategy): identify the specific needs of different groups (students vs. alliance members).

How will the question be answered?

When will the question be answered?

During the design and testing phase to ensure the most effective communication methods are implemented before the final launch.

Answers

The BELCO Alliance website should provide updates through:

- **Email Newsletters**: or detailed updates on programs, deadlines, and eligibility.
- **Social Media (Instagram, LinkedIn, Twitter)**: for real-time announcements and engagement.

Personalized User Dashboards: users can see tailored updates based on their preferences. (costly)

Research question

What essential interactive features (search filters, application portals, contact forms) should be added to improve website usability?

Why is this question important for the project?

A well-designed website must be user-friendly and efficient to meet the needs of both students and alliance members. Without essential interactive features, users may struggle to find relevant information, complete applications, or communicate effectively. Adding features like search filters, application portals, and contact forms will enhance usability, improve engagement, and ensure a smooth experience for all users.

Which DOT frameworks did I use?

The DOT framework methods I used were:

- **Surveys** (field strategy): distribute online surveys to students and alliance members to identify the most desired website features.
- **Interviews** (field strategy): conduct structured interviews with students and alliance representatives to gain qualitative insights into their feature preferences and user experience challenges.
- **Competitor Analysis** (library strategy): study existing exchange program websites to identify commonly used and effective interactive features.
- **Best good and bad practices** (library strategy): examine case studies and UX/UI research on successful and poorly designed websites to learn what works and what should be avoided.

How will the question be answered?

When will the question be answered?

This question will be addressed **during the design and testing phase** to ensure the website includes essential interactive features before the final launch.

Answers

Based on research and user feedback, the following interactive features should be added to the BELCO Alliance website to enhance usability:

- **Advanced Search & Filters:** users can search programs by university, country, duration, eligibility, and program type.
- **Contact Forms:** allow users to easily reach program coordinators.
- **Community Forum & Testimonials:** a space where students can ask questions, share experiences, and connect with alumni.

Interview with Student

Interview Transcript

Interviewer: Hey! Can you tell me your name?

Peter: Yeah, I'm Peter.

Interviewer: How old are you?

Peter: I'm 19.

Interviewer: Are you an international student?

Peter: Yup, I'm from Albania.

Interviewer: Where do you study right now?

Peter: I'm at Fontys University in Eindhoven.

Interviewer: What do you study?

Peter: ICT Open Learning. It's pretty flexible, so I can focus on IT and software development while working on my own pace.

Interviewer: Have you ever done an exchange program?

Peter: Yeah, I did Erasmus.

Interviewer: Oh cool! Where did you go, and what was it for?

Peter: I went to **Spain** for an **IT and web dev internship**. It was a really good experience—I got to work on real projects, learn a lot, and also just enjoy Spain in general.

Website Use & Preferences

Interviewer: When you go on an educational website, what's the first thing you check out?

Peter: Definitely **the programs**. If I can't find them quickly, I kinda lose interest.

Interviewer: Any study abroad websites you've found really useful?

Peter: Yeah, **CIEE** is pretty solid. It's easy to navigate, and I don't have to dig through a ton of pages to find what I need.

Interviewer: What kind of website design do you like?

Peter: **Minimalistic** for sure. Clean, simple, no unnecessary clutter.

Interviewer: What type of content do you pay attention to the most? Videos, images, text, or interactive tools?

Peter: Mostly **text**, but I love **interactive tools**, especially **filtering systems** that help me narrow down options fast.

Interviewer: Would it be helpful if the website had multiple language options?

Peter: I mean, it'd be nice, but **not a must**. As long as it's in **clear English**, I'm good.

Interviewer: What makes you trust an education website?

Peter: **Student reviews and real experiences**. If I see other students talking about what it was actually like, it feels way more legit. Also, if they have **logos of partner universities**, that helps.

Interviewer: How do you prefer to browse study programs—by country, topic, or university?

Peter: **By topic/program** for sure. I don't really care what country it's in as long as it fits what I want to study.

Interview transcript

Interviewee Info:

1. What is your name?

Bianka

1. Age?

19

2. Are you an international student?

yes

3. Where are you currently studying (country and institution)?

Netherlands Fontys Eindhoven ICT

4. What is your field of study or academic interest?

ICT

5. Have you ever considered/ attended an exchange program abroad ?

Well, no I wanted to but I was not accepted for it so. It was Erasmus program

Questions about Website Use & Preferences:

- When visiting an educational website, what information do you look for first?

The programs of course. It has to be something I'm interested in or something I'm studying now. Also, a well-structured website so I don't get lost, you should know where to search for the information. The information they need for you also.

- Which websites related to education or study abroad have you found most helpful or easy to use?

I only used the Erasmus plus one and that's it. I think it's a good structured website, I don't really like the design though. Its outdated. Navigation was fine for the time that I needed it.

- What kind of design do you prefer: minimalistic, colorful, tile-based, or text-heavy?

I like something minimalist and colourful give me a bit of colour but don't make it too popping. Keep it informational also.

- What type of content do you engage with the most: videos, images, text, or interactive tools (like filters or maps)?

A map is nice if you want to search for the program you would like to have a map to see the distance of whatever the city. I don't find videos that necessary there's no need for it. Picture would be nice to see a happy student smiling to convince me.

- Would you find it helpful if the site was available in multiple languages?

Of course but it should be mainly in English

- What features or content would help you trust an education website more? (e.g. testimonials, partner logos, real student stories)

Real student stories. I kind of hate testimonials there's no need for me to know your story I need your honest opinion.

- How would you prefer to explore available modules — by country, topic, or university?

I think topic would be a good one, but honestly depends on the student because some people want to have the name for example Harvard. For me topic would be more important.

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!

Sprint 1 Presentation

(main presentation design: Yana)

1. Introduction (1-2 min) - Monica

- **Slide 1: Title Slide / Introduction Slide**
 - Project name: *BELCO Alliance Website Redesign*
 - Client name: BELCO Alliance
- **Slide 2: Introduction to team members**
 - Team members' names and roles
- **Slide 3: Quick Project Overview**
 - 1-2 sentences: What is BELCO Alliance?
 - Why a redesign was needed (outdated site, poor UX, content gaps).

2. Current Situation & Problem (2 min) - Xianthe

- **Slide 4: Current Website Issues**
 - 2-3 main problems (outdated design, missing content, bad navigation).
 - Screenshots or short examples of the current site.
- **Slide 5: Our Goal**
 - *"Create a modern, intuitive, and user-friendly website that highlights BELCO's mission and programs."*

3. Research Insights (2-3 min) - Yana

- **Slide 6: User Research Highlights**
 - Interviews Results, created Persona
- **Slide 7: What We Learned**
 - brief explanation of what we will integrate in the website, based on answers
 - e.g.: Filtered navigation bar for modules search (Question 3 from User survey)

4. Design Choices (2 min) - Krisi

- **Slide 8: Design Decisions**
 - Colors, fonts, logo
 - Inspiration, photos, other websites

5. Prototype Presentation (5 min) - Stefi / someone else

- **slide 9: Demo 1 (Stefi's Prototype)**
- **Slide 10: Another prototype ???**

6. Next Steps (1 min) - Krisi

- **Slide 11: What's Next?**

- next steps for development, improvement
- e.g. : development, repairing changes if needed after feedback, integrating content management system

7. Closing - all

- **Slide 12: Thank You / Questions Slide**

User testing

Tell the tester that there is no wrong click and to feel free to explore the website and they will not be judged. The website is the one being judged based on how accessible it is

Introduce ourselves

Ashley studies Psychology in Fontys

20 years

User Testing Task List – Website Prototype

Navigation & Exploration Tasks

1. Start on the homepage

- What is your first impression? Where would you click first?
 - a. its giving clouds
 2. the colours are vibrant
 3. do u like the appeal of the animation? its hard to visualize

1. Find and explore the "Partners" page

- Try to locate information about a specific partner (your choice).
 - a. clicked the navigation for partners and nothing happened
 - b. found institution
 - Tell us what you learned and how easy it was to find it.
 - c.

2. Navigate to the "Modules" section: navigated buut couldnt find informtion

- Identify at least one module and describe its purpose.
- 3. couldnt click
 - Was the layout or content clear?
- 4. Go to the "Programs" page
 - Try to understand what the program offers.
 - Can you explain what the program is about in one sentence?

found easil;y the about page

find three clickable buttons

found three buttons but only one was working (submit message, search)

Goal-Oriented Tasks

1. Find out how to get involved or contribute

➤ Where would you click to learn how to participate or join?

2. Identify the main objective of this website

➤ Without guessing, use what you see to explain what the site is meant to do.

3. to go abroad

Usability Tasks

1. Follow the user flow from homepage to a subpage and back

➤ Use the navigation and return to the homepage.

2. it was easy to return like most websites

➤ Was it easy to return?

3. Interact with at least 3 clickable elements (buttons, links, cards)

➤ Were they obvious and functional?

4. obvious, even some design elements seemes clickable

➤ Which ones felt the most intuitive?

Wrap-Up Task

1. Give your overall thoughts on how smooth and clear the journey felt from homepage to partner/modules/program pages.

2. sway? its cool, vibrant, its givinngg existence

3. Would you trust and apply for an exchange programme from our website?

4. "she thinks so, it looks vibrant so yeah i will trust it"

would visit the website again, she likes clicking

everything is readable

make absolutely sure that elements dont look like buttons, distinguish shadows

have a place where the logos of the partenr universities logos are to enhance authority

shouldnt ask about the design because target audience has personal opinions and one tester will like the colors

too many people present at the test, two/ three people max

took too long to set up the testing (we were trying to set up screen recording), make sure we set up with a pre test

Notes for Development

1. interactive as possible
2. BELCO Education (offers universities programs) should be separate from the BELCO Alliance (non-profit organization where the universities work together - research projects, collaboration)
3. BELCO Education is separate from BELCO Alliance
4. BELCO Alliance is like about us website, BELCO Education is for complete registration for the exchange programs
5. BELCO Alliance works like links , BELCO Education separate exchange programs