



More students than last year accepted to higher education

65,714 young people have been offered a place on a higher education programme – 1 per cent more than last year.

Shortcuts

Guide to funding

for research and innovation

Admission

to Danish Higher Education

SU

State Educational Grants

Open Access

to scientific publications
and research data

Assessment

and recognition of foreign
degrees and qualifications

Cooperation

via Innovation Centres,
attachés and bilateral
agreements

Education

Research and Innovation

The Ministry

Higher education

Admission and guidance

Grants and loans

Programmes supporting cooperation and mobility

Internationalisation and cooperation

The Danish education system

Recognition and transparency of qualifications

Advice on assessment and recognition of
qualifications. Tools to make skills and qualifications
clearly understood.

Councils and commissions

Analyses and statistics



Print



Read aloud



Facebook



LinkedIn



Twitter



Send

Research

For our research we chose Ministry of higher education and Science website and several pages for finding an accommodation and a job. We focused on the layout of the websites, on the design in general and functionality.

Design findings:

- professional,
- simple,
- icons - minimalistic, sometimes confusing (findroommate – search bar has an icon of a house),
- colours combined with white background

- functional,
- an option to sign up, create a profile,
- an option to book an accommodation,
- “Help” - an option to contact if a user of the website has any questions,
- an option to search on the website,
- an option to change the language of the websites

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Find a place to dream

Q Where do you want to live?

10 years of experience – helped more than 100,000



ense



Aarhus



Aalborg

The screenshot shows the findroommate.com website interface. At the top, the navigation bar includes the logo, search bar, and links for Sign up, Log in, and Create your profile. The main content area displays search results for 'Katerbom, Denmark'. It features a grid of four property listings, each with a photo, a location pin icon, and a price tag. The listings are: 1) A modern apartment complex with a price of 4,300DKK per month in Katerbom. 2) A modern apartment complex with a price of 4,000DKK per month in Katerbom. 3) A modern apartment complex with a price of 4,000DKK per month in Katerbom. 4) A modern apartment complex with a price of 4,000DKK per month in Katerbom. On the right side, there is a map of Copenhagen with blue location pins. Below the map, there is a sidebar with user information, including a profile picture, name, and a 'Create your free profile' button.

[illegible]

You can proceed to the booking by filling in the form

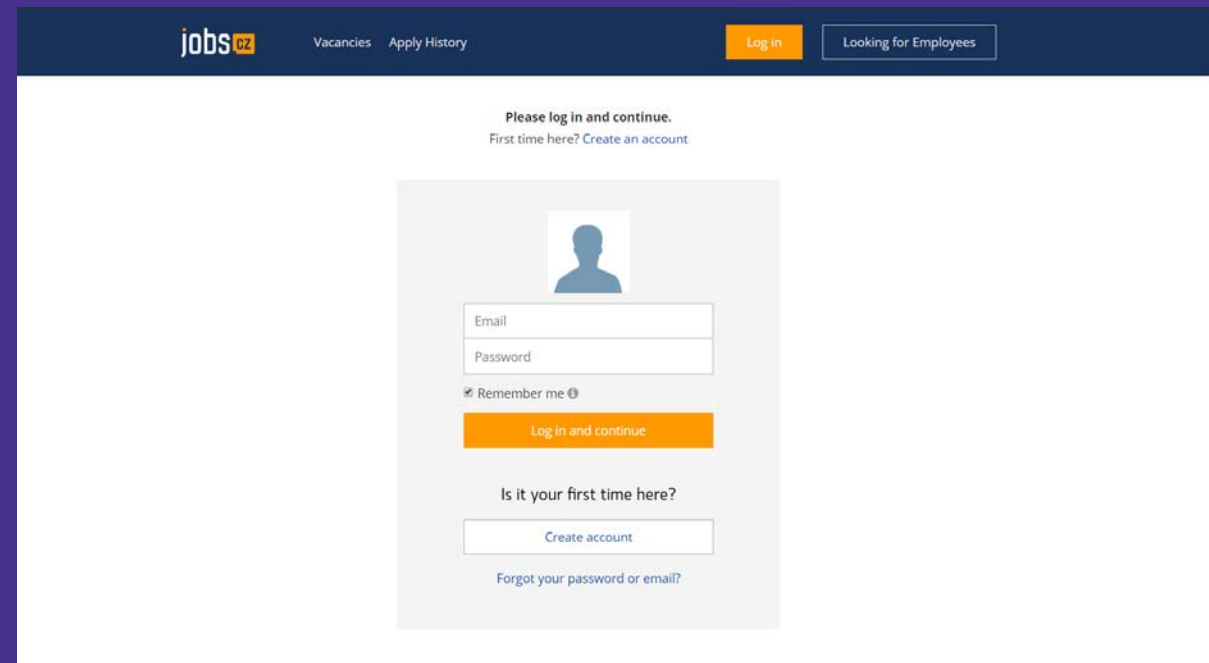
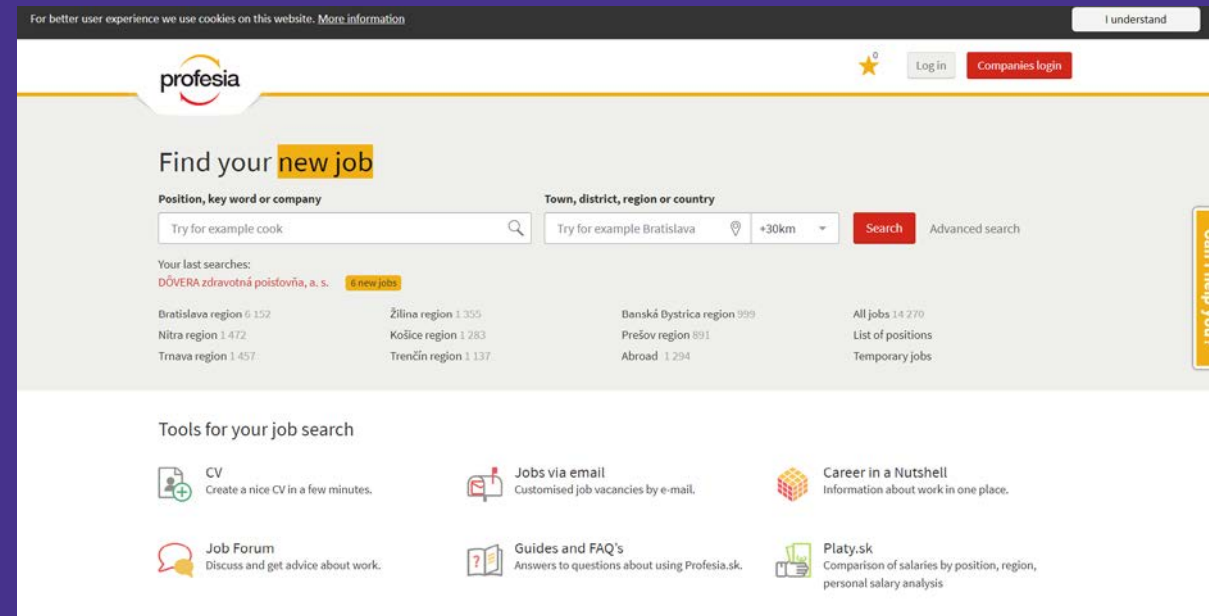
Name *	
Surname *	
Birthday *	
Gender *	<input checked="" type="radio"/> Man <input type="radio"/> Woman
Nationality *	
Passport Nr. *	
Street *	
Number *	
City/Town *	
Postcode *	
University *	
Faculty	
Form of studies	daily ▼
Mobile number *	
Email address *	
Preferred roommate	
Remarks	

Layout findings:

- easy to find what the user needs

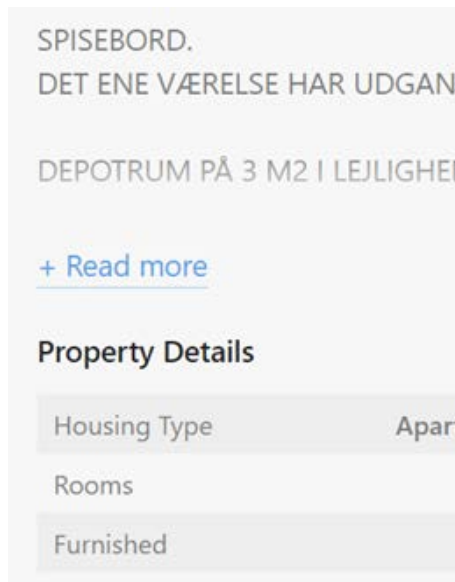
Content findings:

- informative,
- relevant,
- clearly label topics.

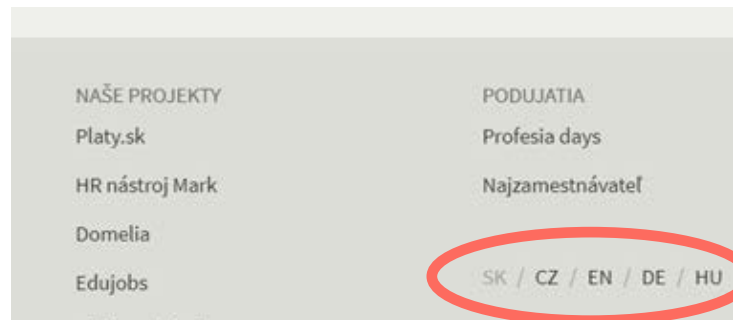


Digital communication.

While researching the examples of digital communication which is supposed to be targeted towards an international audience we focused mainly on the language. Some of the websites have the option to be translated to English (e.g. studenresidence, findroommate or profesia) but some do not or are translated only partly (e.g. boligportal).



Translation is not complete



An option to change language

Applying our findings into our design.

We decided to make a website where we would combine our findings. Since the provider of the website was the Ministry of Higher Education and Science, we made a professional and simple website. We combined chosen colours with white background and we tried to use minimalistic icons.

Each of our chosen colour is supposed to represent one topic (jobs, accommodation, network), so we designed each topic using the one chosen colour with combination of white, grey and black. A user has an option to create an account, search for an accommodation or a job using different filters, expand the network or find out about interesting events.

The content of our website is relevant for the target group. Our website is targeted on international students who are new in Denmark. It is supposed to help them find suitable accommodation, job and get to know other internationals.

Even though the sender is the Ministry of Higher Education and Science, our goal was to make the design as well as the content youth-friendly (e.g. friendly and conversational headlines, fresh colours, background images...).

Examples of microcopy

MOTIVATION

- Contact landlord for FREE – reassurance; convinces the user to take an action, addresses user's concern (lots of accommodation portals charge the users for contacting the owners)
- Want to stay updated? Sign up for newsletter today. /What are you looking for?/
Where do you want to live? – use of questions conversational, friendly; active voice

INSTRUCTION

- Apply now – 'now' evokes a feeling of urgency; user have to take the immediate action because otherwise they will miss something
- Expand your network – specific microcopy, helps user make a decision, use of 'your' makes it more personal,

FEEDBACK

- Request sent – could be improved by making it more conversational, less strict, maybe also by adding 'your'; it also should be changed from button to the regular text
- ## FUTURE IMPROVEMENTS

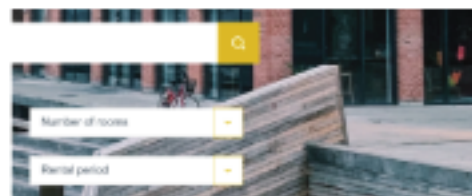
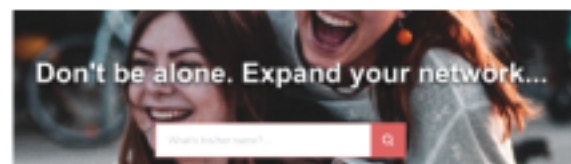
Examples of copy

- **We will make you feel like home** (Homepage slogan/headline) – evokes feelings of safety, cosiness, control; user should understand that they are not alone and that this website will help them settle in a new country/city
- **Don't be alone. Expand your network...** (Network headline) – it sounds almost like an advice and it encourages user to take an action; it ensures them that feeling alone is okay after moving away from home, but it also says that it is important to build a network
- **Hi again! Log in and explore...** (Log in headline) – conversational, friendly, user should feel relaxed before filling out the form



**This is a headline.
(Arial Bold)**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad
(Arial Regular)



Zuzana Trembulakova

MESSAGE ME



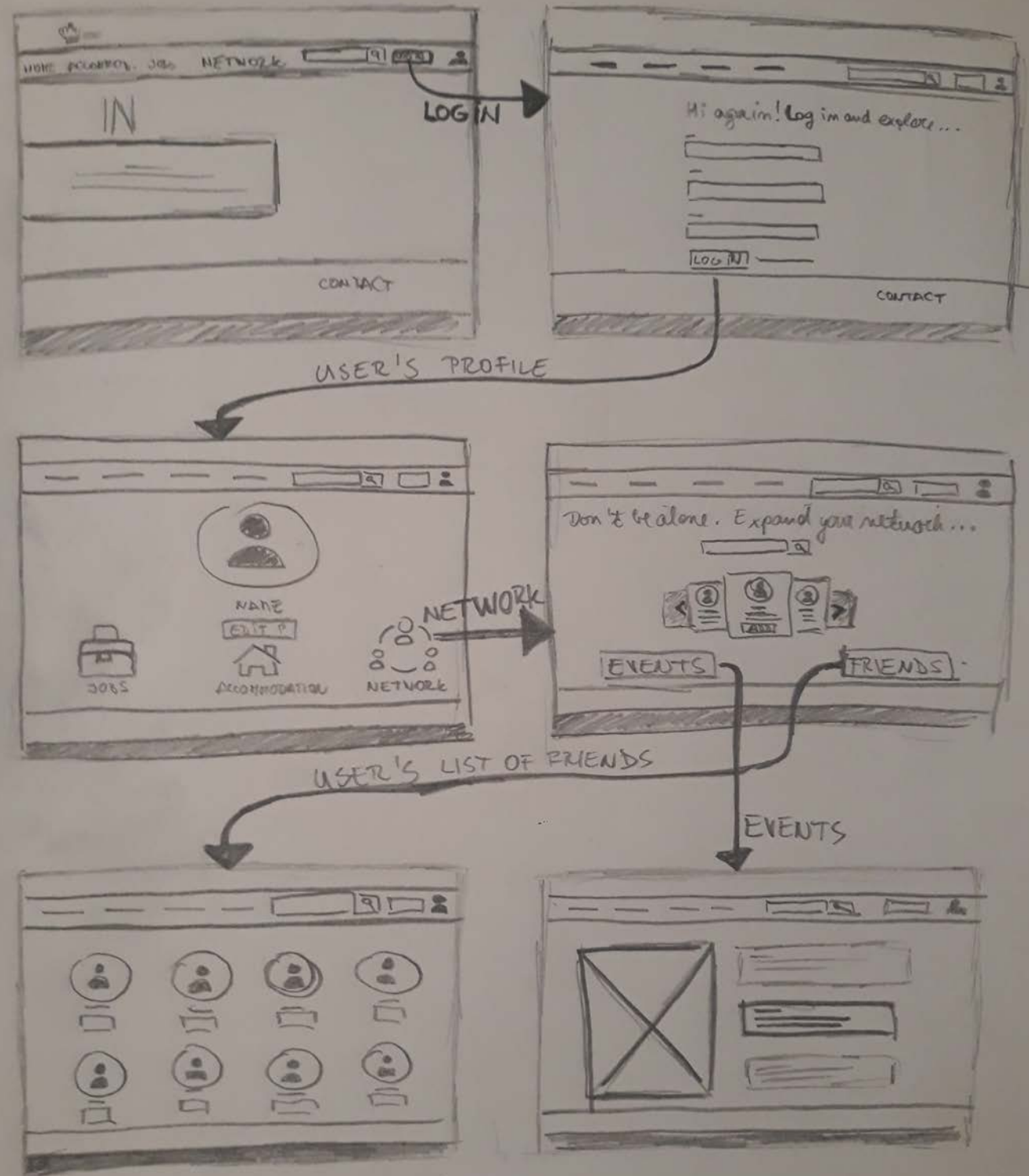
Sara Bertova

SEE PROFILE

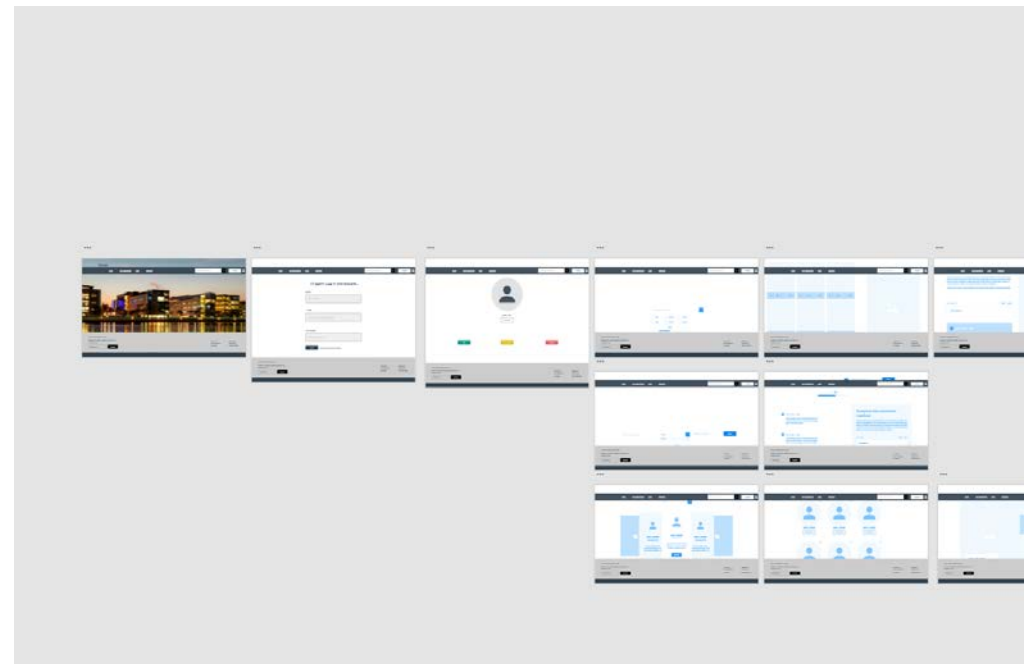
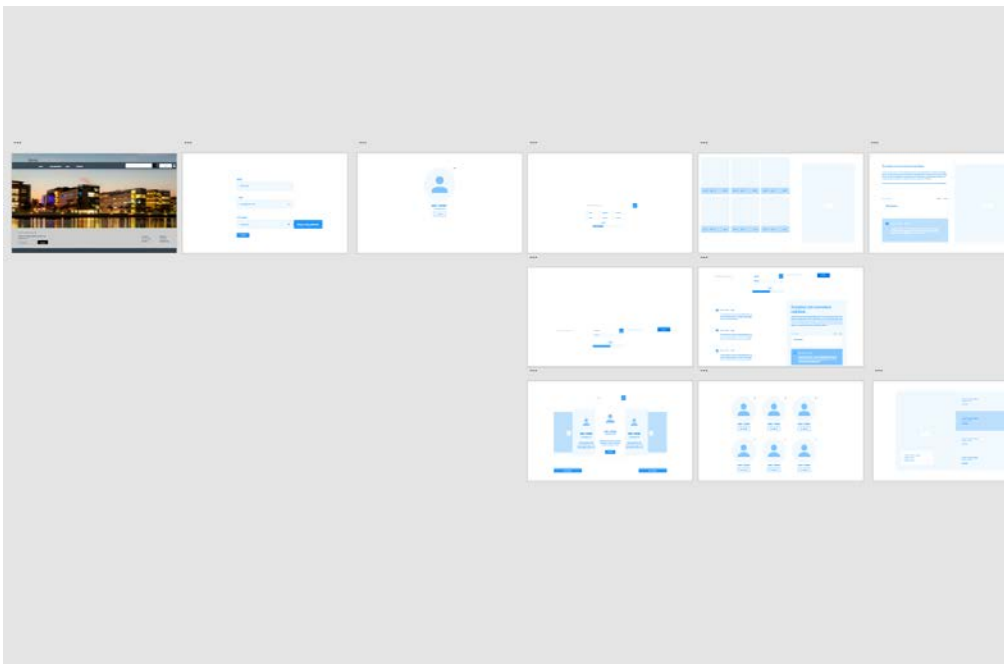
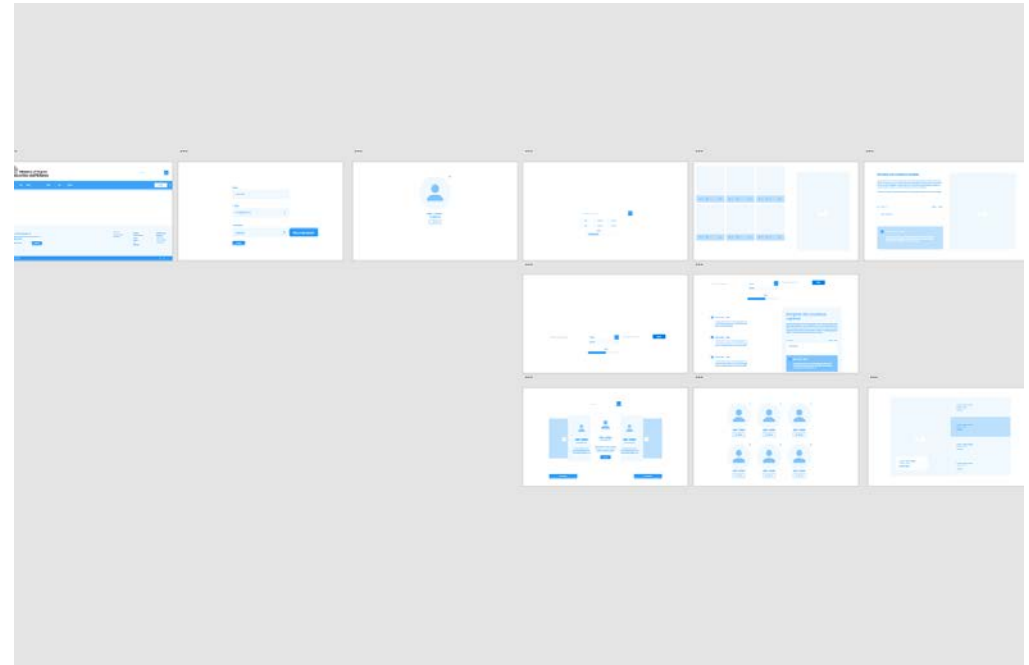
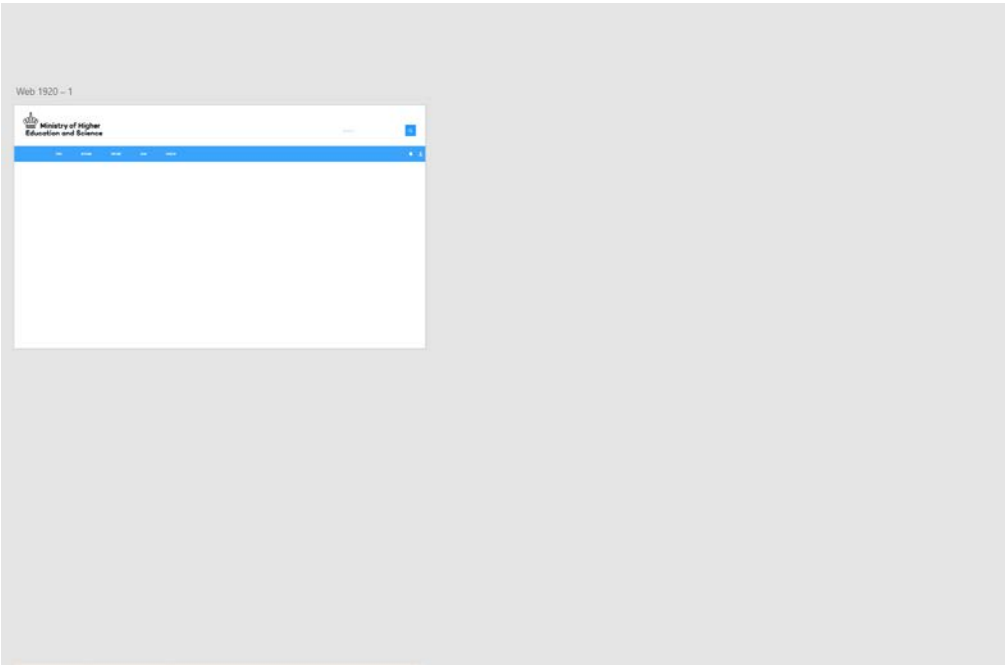
MY FAVOURITES

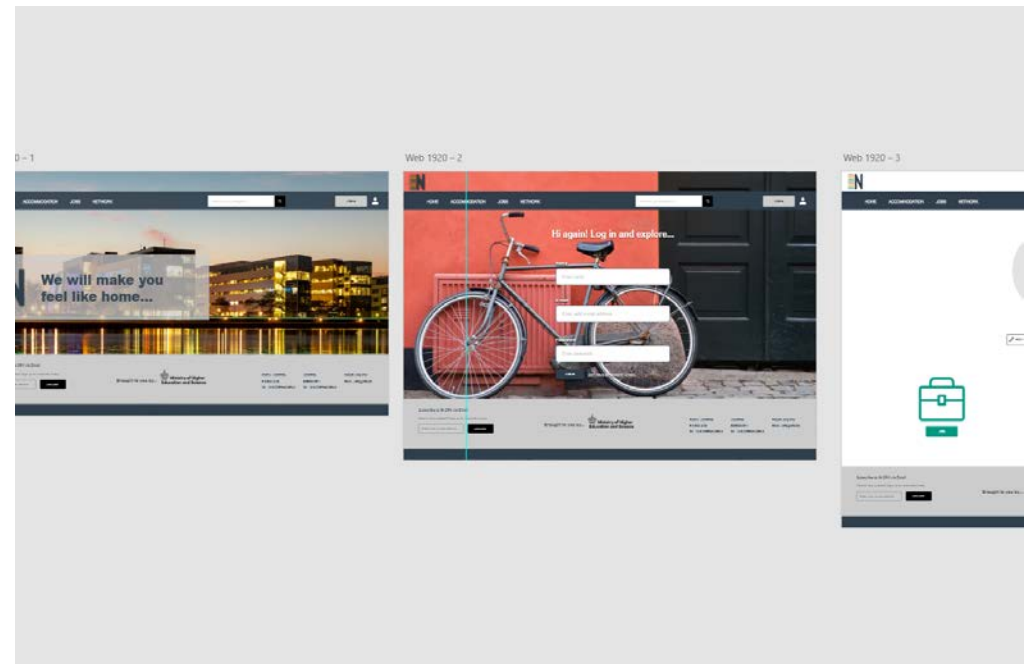
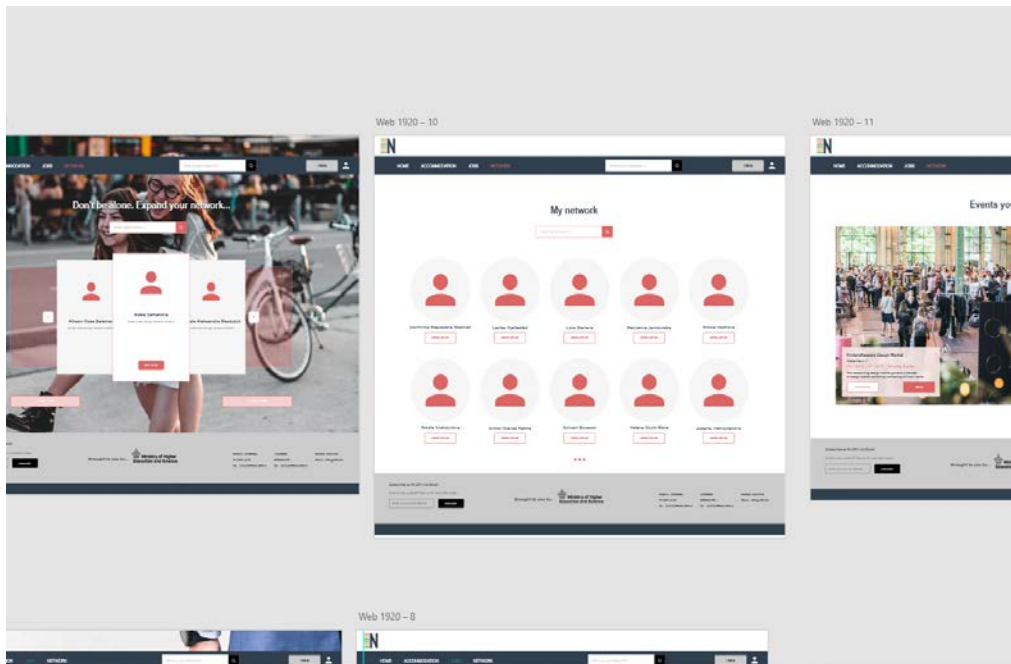
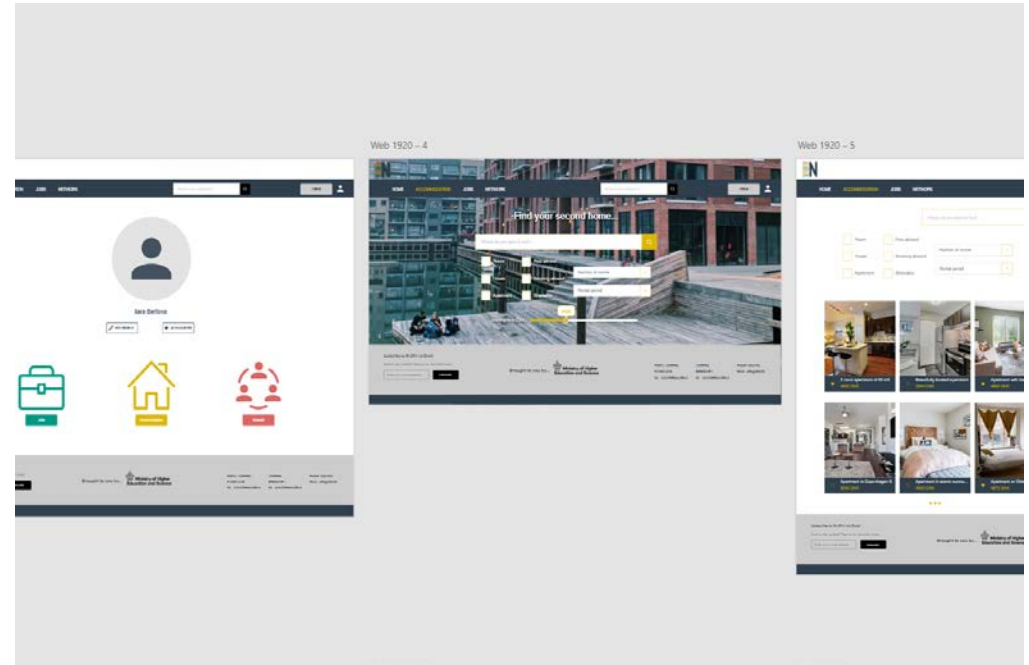
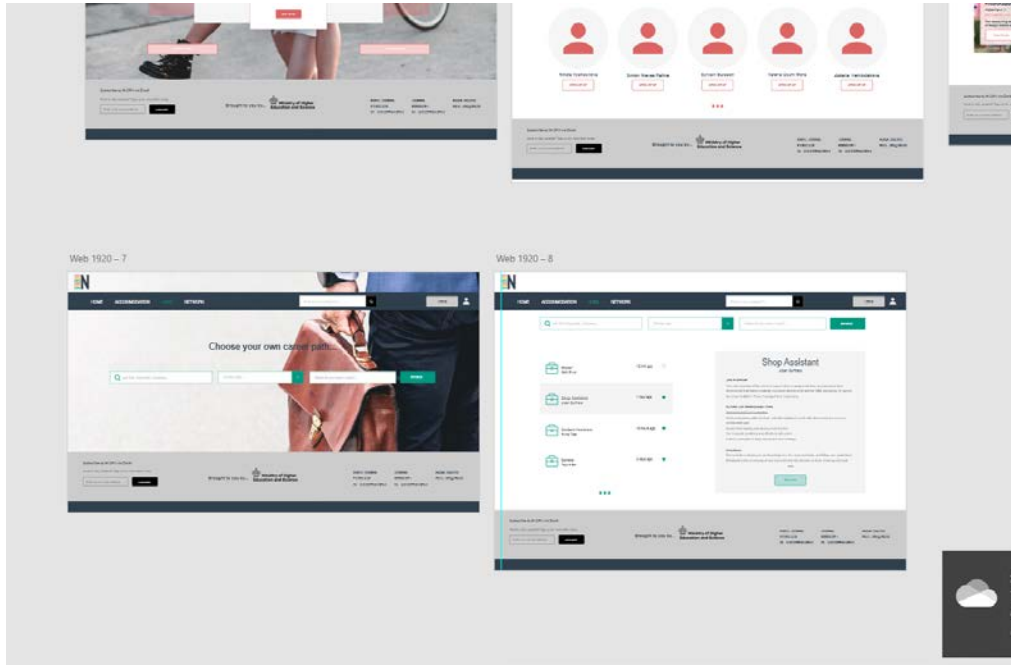
STYLE TILE

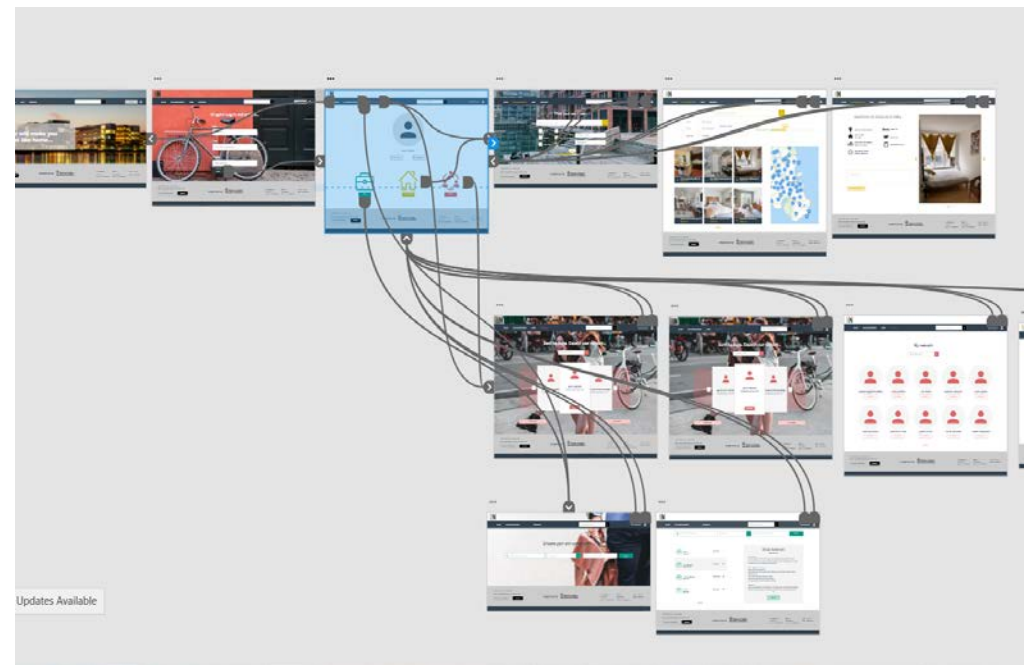
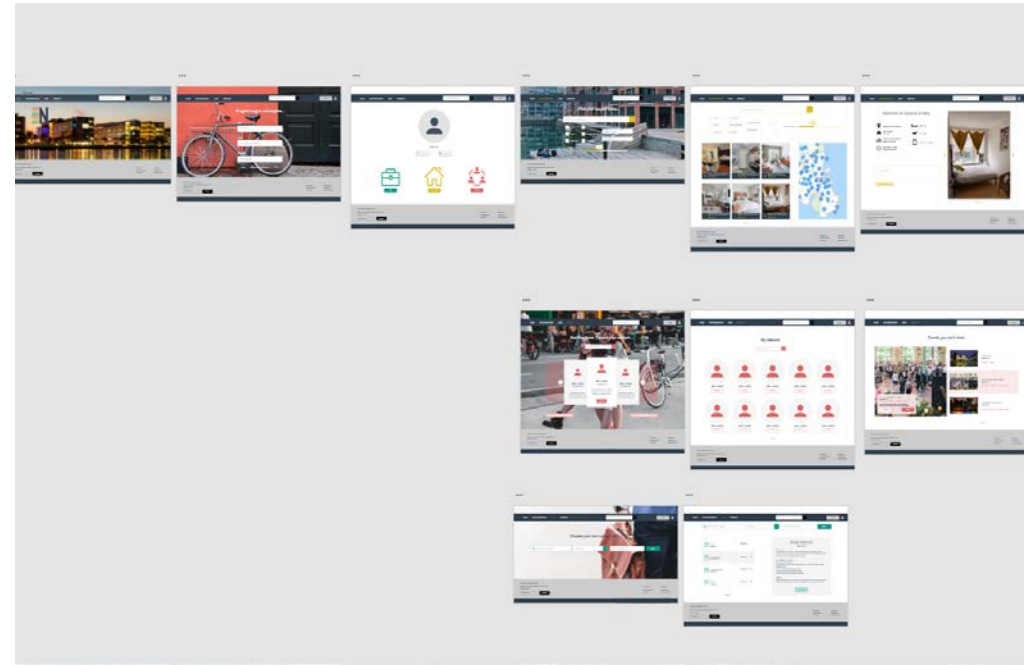
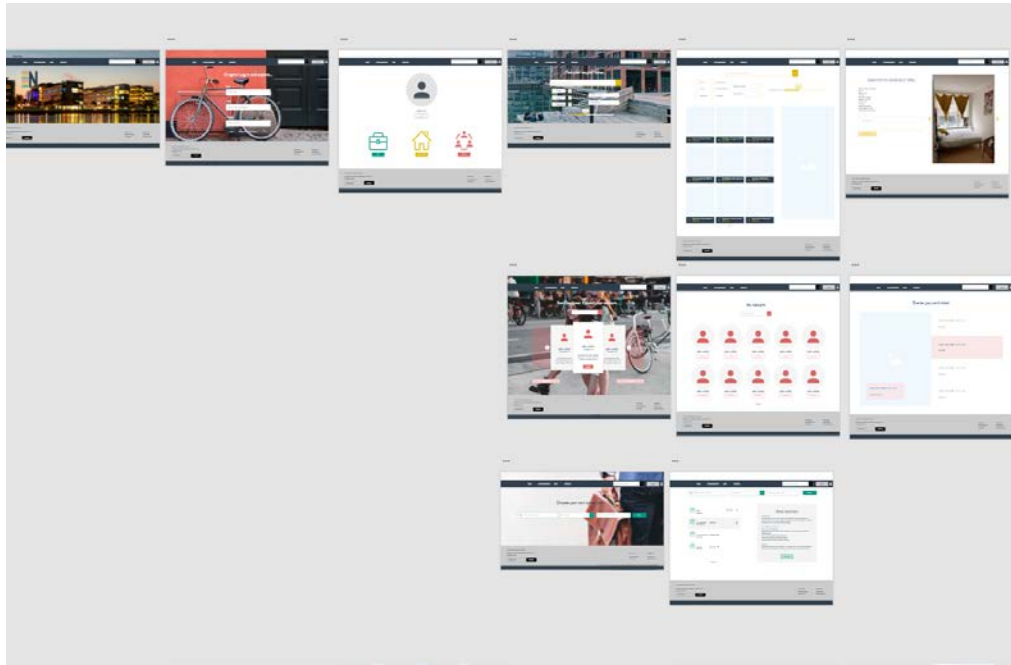
Wireflow sketches



Screenshots from XD







Updates Available

Think aloud test

Task 1: Sign up to the website.

Goals - usability issue: Testing functionality of sign up option.

Task steps, optimal path:

- Click “Log in” in the top right corner.
- Fill in name and email.
- Enter password.
- Press “Log in”.

Alternative path:

- ...

Timeframe: 5 steps

Task text: You just came to Denmark and you are starting to look for an accommodation and job. How can you log in to website?

Notes:

Task 2: Find the most recent job offer.

Goals - usability issue: Searching for an accommodation using convention of just clicking on search button and see the first job offer at the top.

Task steps, optimal path:

- Click “Jobs” in the navigation.
- Click “Search” button without filling anything.
- See the first job offer, which is the newest one.

Alternative path:

- From profile page click on “Jobs” button.
- Click “Search” button without filling anything.
- See the first job offer, which is the newest one.

Timeframe: 2 clicks.

Task text: What's the most recent job offer?

Notes: User has to know the convention of just clicking on search button without filling in any preferences.

Task 3: Send friend request to a person based on recommendation.

Goals - usability issue: Understanding of content in Network page.

Task steps, optimal path:

- Click “Network” in the navigation.
- Click on “Add Friend” under the name of the recommended person.

Alternative path:

- On profile page click on “Network”.
- Click on “Add Friend” under the name of the recommended person.

Timeframe: 2 clicks

Task text: Where can you look for a new friend based on recommendation?

Notes:

Task 4: Search for events.

Goals - usability issue: Finding a connection between Network (navigation bar) and Events, knowing user can find it there.

Task steps, optimal path:

- Click “Network” in the navigation.
- Scroll down to click on “Explore events”.
- User can see all upcoming events now in order of date.

Alternative path:

- On profile page click on “Network button”.
- Scroll down to click on “Explore events”.
- User can see all upcoming events now in order of date.

Timeframe: 2 clicks.

Task text: Where would you look for a new friend?

Notes:

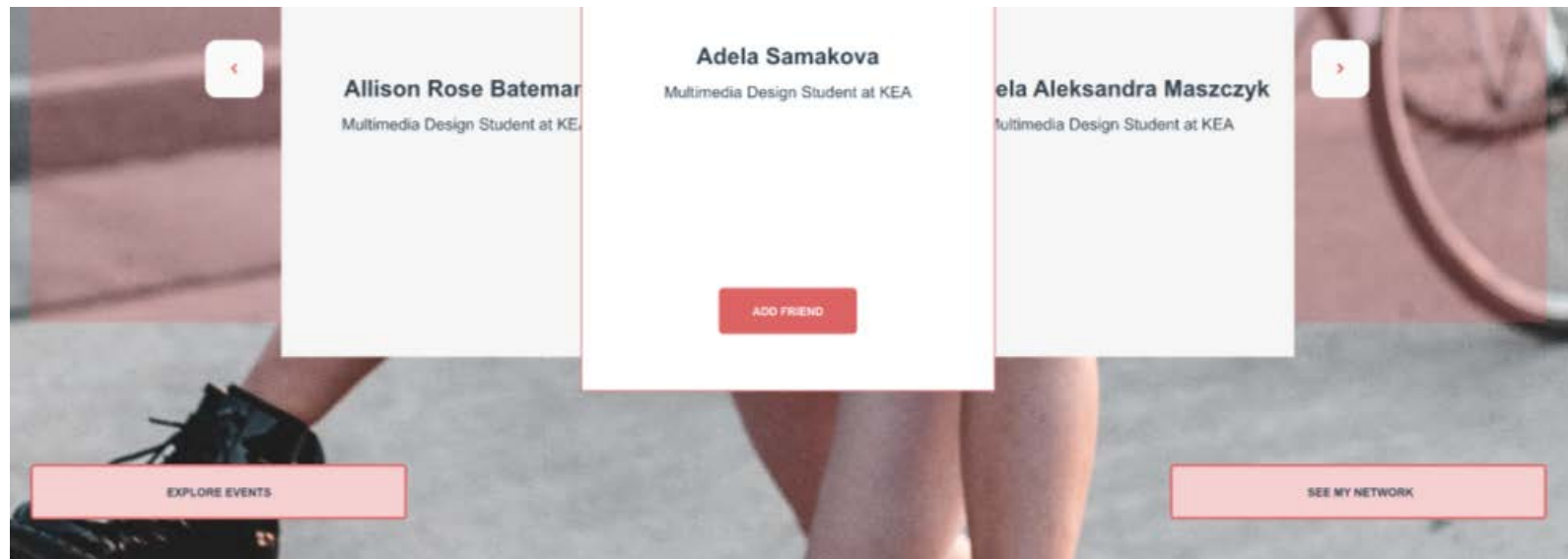
Findings and planned improvements from Think aloud test:

- Not every user may know that it's possible to click on the button "Search" without filling in the requirements. Maybe we should change/add "Search all offers" button or skip the Job entry page, because we have the same bar on the actual Job offers page.



The image shows a search bar interface with three input fields and a search button. The first field is labeled "Job Title, Keywords, Company..." and contains a magnifying glass icon. The second field is labeled "Choose type..." and has a dropdown arrow. The third field is labeled "Where do you want to work?..." and is empty. To the right of the third field is a green button labeled "SEARCH".

- Users may have problem to find an "Explore events" button, because they need to scroll down a little bit first. Button is also not big enough and it's lacking contrast and visibility. Bigger font size would be better.



Findings and planned improvements from 5 seconds test:

- **purpose:** purpose was clearly communicated; all of the participants of our test understood that the purpose of the page is to search for a job
- **features:** search engines, navigation menu and background picture were probably the most memorable features of the page, especially, the briefcase picture seemed to catch everybody's attention; the majority (3 out of 5) of our test group overlooked the logo in the top left corner – we think it could be fixed by making it bigger and therefore more outstanding comparing to the rest of the elements on the page
- **target audience:** two of the answers to the question regarding the target audience were general: people looking for a job; the rest of the answers were: "millennials", "adults", "students"; even though they seemed to get the message, we still think we could make the page look more young and fresh and less formal and serious – more youth-oriente
- **sender:** this seemed to be the most confusing question of all – Who is the sender?; the answers were more like a guesses – "a company?", "someone who offers job?"; one answer even looked like this – "?"; however, there was also a test participant who was fairly close to the truth (but still guessing – question mark at the end)– "IN CPH or Ministry of Higher Education and Science?"; anyway, in the future we have to make a huge improvement regarding this, because we want users to know not to guess
- **design:** our test group seemed to be satisfied with the overall design of the page; to describe it they used adjectives such as: minimalistic, simple, easy to navigate, clear, professional, modern, friendly, effective

Link to 5 second test: <https://app.usabilityhub.com/do/7878a4957119/4109>

A link to our XD prototype.

<https://xd.adobe.com/view/d8d2740e-afe7-46af-5bf1-e5dd44376686-aee3/?fbclid=I-wARoonescabgWmMso7q9Wk5rZu-SfwwT-CgyHAsd8ye1x9q58JQ2Y71LoQNoc>