SEMITRANSCRIBED INTERVIEWS

INTRODUCTION: With the help of Team's questions for the Belco project I helped with the user research by interviewing the target audience; Students who have thought about going abroad to study. Of course, I felt doing only one interview wouldn't help as much so I conducted two. One student from ICT and one from International Business (both from Fontys).

Currently the transcribed interviews aren't professionally transcribed, but I put them in this document to show that I have indeed conducted 2 interviews. Soon these will be altered to their final and much readable forms.

CONCLUSION: Out of these two interviews I could help my group with the following information: when going through BELCO's website they have a hard time finding information suitable to their needs. On top of that it takes long for them to get to programs or other areas on the webpage. They wouldn't properly recommend this to other students solely because even the info is there, there are some issues that need to be fixed such as rephrasing of sentences; more real-life student stories; reliability and proof of people using their programs; functionality and lack of (modern day) filters that can get them easily to find what they are looking for.

All of this helps with things our group outlined already but now it backs us up

REFLECTION: I had done my utmost best to make sure I don't make the interviewees uncomfortable or influence them by adding any extra comments. I would make sure that instead of repeatedly just saying uhm and ok (which I have done) I could also summarize their answer and ask more out of it by throwing in some open questions of my own. This formed answers much better and had them answering calmly with more explanation from their behalf. The only thing that could've been fixed is our user research hadn't started late (as a team). I will take care of this point for next time.

Interview 1: Tushar

Hello thank you for taking the time to have this interview with me about belco would you first of all let me ask this question would you give me consent to record this interview for research purposes yes alright thank you so much um first of all can we start with who you are what's your name what do you do my name is tushar I'm a student at fontys university Angolan studying ICT and cybersecurity and I'm 20 years old OK that's great thank you so much I'll start with the interview right away have you ever thought about studying abroad uh well I am currently already studying abroad since I come from USA and I'm studying in

Netherlands so yeah I mean I would say I've thought about it and I am already studying about it so yeah OK I guess when looking for places studying abroad can you tell me your experience for finding the information like on websites yeah anywhere actually websites books people umm I've noticed that some places they they tell you what they you can expect from for example in the studies and I actually quite like that and on other websites I find it hard I found it like hard to find more information about the studies itself so I wouldn't like um you know see their curriculum or what courses they have to offer hmm so that I guess that's one of the struggles umm OK understandable what kind of information or support do you expect from a website like these like like the ones that help with studying abroad ohh like I just mentioned more information about the curriculum how they split it and throughout the whole year and what I can expect in the next coming years you know umm OK OK and let's say you're looking or you were looking earlier for a study abroad online what is like the first thing that you expect from the website I think most of my answers are based on the previous alright um it's like I'm asking like what what's the first thing you see on the website ohh like what what are you for sure looking for when you enter that website usually when I'm looking for studies abroad I already have something in mind what I'm looking for and if I don't then I would like to see in what field it would be so maybe that for example like let's say I'm interested in it then I want to look at specifically things in it or if I'm interested in business and I want to look at things specifically in business you know so like I would expect to see a range of different subjects that I could choose from alright and um have you already since your internship fees is coming soon have you researched on internship places abroad or any any websites that are relating this umm no not really because I'm planning on doing my internship in the Netherlands itself umm ohh I haven't really looked for anything abroad OK that's fine too when earlier using websites to research about studying abroad what stood you what stood out to you about them like if if you could give any example from a specific website or even a link is fine if you could send it later I like that some of the studies they have videos so when I went to their websites for example they would give me a a sneak peek of what the course would look like or what the students would do umm that really interests me because then I can see how the campus also looks like how you can enter an all. All right that's totally OK I was wondering if you could probably go to the site that I sent you previously um right before the interview so that you could just take a look at it and then I could give you some time if you like and then when you're ready just let me know alright all right all right Are you ready yes what was your first impression of the website so my when the first time I looked at the website um I notice that it was kind of blinding me it was kind of like too too bright for my eyes you know it's too wide and stuff it would be nice if there could be something more calmer to my eyes and and these pictures as well they look kind of fake I'm not sure if they're like really professional pictures or so but I don't know they seem not so realistic OK they look like they just took

some pictures from Google and pasted it there like stock images yeah exactly OK and what else well was there anything else to add Sir I'm looking yeah that's pretty much it for now it looks wise OK uh when you were going through the website was something confusing hard to find yeah I noticed that they only have one study thing to offer but that's OK I understand that but it would be nice if they had like had like a maybe a filter page where they could filter different studies they have to offer maybe later in the future so that would be a nice to have other than that yeah I notice also that their location um one thing wasn't working properly I couldn't really see the location or anything and also their phone number I noticed was 123456789 and I don't I'm not sure how I would be able to contact them in in that case you know yeah I understand so you do feel that a lot is missing or hard to get especially contact wise and also maybe some contacts of students prior students that have done this program before would also be nice you know so that you can get in touch with the people who are into this program and understand from their perspective on how they find the program maybe a video like how I mentioned about a day in the life would also be nice to have OK so that you can trust the website more yeah OK was there anything on the side that you feel isn't necessary or that should be for sure improved umm it will make it a bit more calmer to my eyes of course make it more reliable with more better information like contact wise and location wise maybe information about the students maybe even adding a part where they specify what they offer in that course of theirs because right now I see they have a marketing finance digital marketing supply chain management OK but what exactly do they cover in those topics you know yeah umm umm so you think that extra contact information some good insightful videos or um extra reliable information from students etcetera would make this website more useful and easier to use filter towards a filter yeah topics and also maybe a course detailed how the 30 days or three weeks timeline would look like like what you would exactly do in that timeline with the timeline and like for example in in marketing will you learn marketing in finance what will you learn like accounting and stuff so OK um on there if I'm not mistaken programs page they do have a filter if you take a look at that is that somewhat of a filter what you would like also for the studies or because those are based on countries OK I can guide you through that um ohh the exchange modules yes ohh nice here yeah see that's also a bit confusing because they it would be better if they just have that in the program space so then I can see where I can go to next hmm so that seems confusing that part yeah alright when I also tried to like click on the filters I can't really click on anything yeah they're not so responsive right yeah exactly um are there apart from that any features you wish the site had like apart from let's say um apart from the filters um any other feature that a website could have like a contact form events calendar yeah show contacts form events calendar the sort of open day or something maybe so of course information simply add OK OK more information in general um if you would have to describe the site to someone else without really showing them the

website what would you say and would you recommend it as it is right now as it is right now and I wouldn't really recommend it because it doesn't show it looks so real they're reliable there isn't much information available and plus since the buttons don't work properly I can't filter anything it can't find anything properly everything seems confusing yeah so that's on the not recommending but if you were to let's say describe it to someone else where are these exact words you would use or something much yeah I would say yo I saw a website the other day and that website was so asked I couldn't understand where to click I couldn't understand what they were asking even the contacts were so like confusing alright and that was the end to our interview thank you so much for your time and your honest responses no problem alright thank you so much bye bye bye bye

Hello thank you for joining and taking out your time for this interview I wanted to firstly hop in and ask if I could have your consent for recording this for research purposes yeah yeah my content alright and firstly I wanted to start off by asking who you are what you do so if you could just say your name and you know yeah I'm Tiya I study at eindhoven in fontys I'm studying international business Yep that's it alright that's great have you ever thought about studying abroad and goes out had to choose to study abroad so I chose ain't over to come to study too and that's my study abroad right now OK can you tell me about your experience trying to find information about studying abroad was it was OK I don't know um there wasn't a lot of information I guess so the reason I came to Andover and to this school is through a friend because she was able to tell me more about the her experience than what the website was showing me and that made me choose what I chose let's say if you were to get uh information from a website regarding studying abroad what do you expect from a website like this um information about what I'm going to learn I think usually they do have that but um student stories would also help and not all of the websites had that umm and maybe a form where you can ask your questions if needed and then they can give you an answer OK that's all that um so your internship just passed right where you also looking for a study abroad alternative like for your internship to do my internship abroad yeah uh personally no because I want because as I said this is my studying abroad and it was quite a lot of work to go abroad so umm to do an internship for six months I don't think it's that worth it so that's why I want to stay here till I finish my bachelors and if I want to do masters or something that takes longer than a year I will consider going abroad OK so you have probably done research about this yeah OK it's more about talking to friends that have done this already OK I'm not really going through websites and stuff no OK so if yeah since you haven't seen many websites I can't really OK probably for the websites that you have been

on to about studying abroad has that ever happened before like have you been on a setting abroad website by any chance stumbled across any yeah to come here was basically the websites to study abroad so from that those those from from those websites what stood out to you or was difficult to understand from those websites but they didn't all have the same structure which I think colleges should have umm since some high like contact form information some didn't some had student stories some didn't and some had like a long PDF what the study was about while others just had like a pamphlet or a small information picture alright um from which would you say like would would those aspects be more trustworthy like for example would you prefer the PDF versions would you prefer the pamphlets um I prefer the long ones the more information I have I feel like the better it is and more I I'd be more likely to choose that OK um say if it was your complete first time hearing about this study abroad uh organization or company um what do you think what do you expect what would you expect to see on your homepage like before you even coming here before I come what I expect I expect um yeah about us page basically and like some websites have the about us page in a different the page instead of on the home page but I think for such a topic the about us is quite important in the first page itself and then yeah like I said student stories for me is the best way to choose umm the school and what I wanna go through the experience as well and instead of just having all the positives also add the negatives from the customer stories OK so you have a full whole experience of what students go through with the the with their study programs and everything OK um prior to this interview I had sent a link maybe if you could open that go through it um and then we will have further questions about it so let me know when you're ready do I go through the whole website first or however you want to OK. Alright uh Are you ready yeah I'm ready what was your first impression of the website I feel like the order of the layout is could be improved like they start Without Borders I think that's nice hmm but they should also put the student experiences a bit higher up and maybe end with research projects or something OK so their layout is a bit up and down yeah OK when you're looking through the website was there something confusing or hard to find I also don't like their logo I think the logo does not match what they wanted to do umm so that's that's confusing or it's not really confusing but I feel like a logo should usually represent represent yeah industry you're in or what you're doing what you're yeah promoting yeah yeah and uh they they have quite a long text and the way the the way it's structured like the text is not very nice to the eyes umm like there are some things for example in the balco program section I think yeah they have things that they could put in bullet points instead but they put numbers like 1 international marketing and two supply chain like it it would be nice if they did it in bullet points and there are many things like instead of having longer sentences they could just have it in shorter bullet points which would be easier to read OK while going through it do you feel like there is something missing or hard to get to yeah the partners parts they don't

have all the information yet for example for the Germany school they don't have an about us or the reports or the exchange models so it's better to finish the website before publishing it for people to reach it OK I will have a better image for the the company umm is there anything that you see that isn't necessary or ohh like this I think everything looks necessary but there are some images that they have in the and the partners page all the way down in contacts like contact us join our alliance network it's very um it has low pixels so it doesn't look very professional Yep and I think I like the partners one the most it looks like it's the most clean it's very easy to find what you want and yeah I mean the phone number is it doesn't seem real umm the e-mail should have instead of hello it should probably be something else student contact something maybe yeah yeah and then all the way down they have this blue box the folder yeah yeah yeah the folder for the the pages there description it starts like formally initiated but instead I think they should just have a small summary of what they do and established in 2015 could just be 2015 like how other people have it yeah just to show all right those those are great improvement points I agree umm do you think there could be something that the website could make easier to use of and there's also yeah there's this one part by the balco founders yeah on that page it says our organization and therefore I I guess you could click on but on the phone it doesn't have a good layout the letters got mixed up together so the letter shortcut from the side they're cut from the side OK yeah slightly umm so I guess attention to the layout is also important yes and then on the same page down it says president belko alliance so there are some contacts of people in the board member I guess ohh there's a picture that it looks like it's wrong how's your room can I send you a screenshot of this sure OK uh yeah I sent the link I send the screenshots and you can see the letters are cut by the side and the contact pictures yeah it's just white ohh yeah I see it work umm yeah that's what I've seen so far alright let me see you think apart from that if there were you you would prefer other features for example like a contact proper contact form or events calendars more student testimonials because they do have those but they're as you said not so like and visually appealing or degree with all of that and also maybe add like a search bar and search programs for example or like a filter to find which programs there are if they keep adding more then it will be difficult I would like to add they do have a filter on their modules page but would you prefer like a filter for the programs the same way or is there a specific way you would prefer it let me see you once again not mistaken is that both the search and the filter would be nice I think OK OK and in about the same style yeah OK also on their programs page they have words cutting off so alright that's good to know if you had to describe this site to like someone else what would you say and if you would recommend it to them or not I would recommend it but I am not sure how much like it depends what someone is looking for I guess if they understand how the website works then it would help it's not really bad because they still have information on it but yet there are I think it I think

they would find more information on going to the school's website itself instead of this third party OK and so you had to literally side it word for word to someone else how would you describe it to someone else if you're looking for to study abroad and want to know more about a program all in one place and I think this website is quite good OK well that was the last question for this interview and I would like to thank you for your time and your honest responses OK alright thank you bye bye