

Interview with student for Belco Alliance

We conducted interview with a student for the UX design to gather insights on what we should focus while redesigning Belco Alliance website

Interviewee personal info:

- **Name:** Peter
 - **Age:** 19
 - **Nationality:** Albanian (international student)
 - **Current Studies:** ICT Open Learning at Fontys University in Eindhoven
 - **Exchange Experience:** Participated in Erasmus, completed an IT/web development internship in Spain
 - **Overall Impression:** Enjoyed the exchange—valuable learning and cultural experience
-

Website Use & Preferences

What Peter *likes* or *looks for*:

- Quick access to study programs is a top priority—if hard to find, he loses interest quickly
- Prefers minimalistic website design
- Likes using interactive tools, especially filter systems for narrowing down options easily
- Likes clear English – multilingual options are nice but not essential
- Prefers to browse study programs by topic/field, not necessarily by country

What Peter *doesn't like*:

- Cluttered websites with too many pages or distractions
 - Having to dig through layers to find study programs
-

Key Takeaways for Website Design:

- Prioritize a clean, minimalistic layout

- Ensure study programs are visible and easy to access from the homepage
- Include filtering tool
- Offer straightforward English content with optional language support
- Focus browsing functionality around program topics rather than countries

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.