

Exhibition Poster Engagement Quiz



You have been provided 4 paragraphs surrounding the project that has been completed, which of the following does *NOT* contain “NPTC group” within the paragraph?

1. Problem Statement, Aims and Objectives

The NPTC group of colleges had required a new method of engaging potential students into joining the colleges to increase the number of students applying to join. To accomplish this, a quiz and rewards system had been determined as the option that will be utilised to achieve this, which had been the focus of the project. The main aims of the project were to conduct research into the design of questions through investigating the different things that potential students will need to learn, as well as learning questioning methods and techniques to determine the best ways to ask questions, as well as focusing on the design and development of a quiz and rewards application as a way to determine whether or not this would help to increase the number of potential students choosing to study with the NPTC Group.



2. Research Conducted

The main research which had been conducted surround the development of questions to be asked as well as the designing development of the application. For designing the questions, research had first been placed into researching the target audience, which had been used to determine the different considerations that they would need to take when transitioning to FE, such as alternative pathways and different FE providers. In addition to this, there are guidelines such as GDPR and guidelines from the advertising standards authority which need to be taken into account when targeting marketing towards adolescents. Research had also been conducted into the methods the NPTC group employs currently to gather new students, such as open evenings and taster day events to show the potential students how the colleges operate. Additionally, research had been conducted into rewards application and reward systems as a way to determine how different companies use reward applications, and research into how to successfully implement a rewards system in an engaging way that avoids having an inverse effect, caused by making the rewards application appear unfair to the user. In addition to this, a range of different methods and techniques for questioning had been researched as a way to look into the different ways that questioning can be used to engage the potential students into engaging with the questions asked.



3. Development and Testing

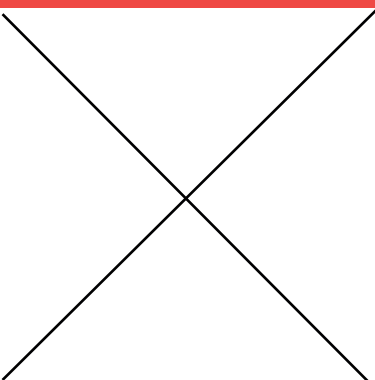
The application had been developed by using a mixture of MySQL through phpMyAdmin as well as PHP for the application logic which had been supported using the maven framework. This had provided a structure for the different pages of the application and to handle the logic for the login page of the application. This had been split into four different pages: The login page, the home page, the questions page and the questions page. The development for the login page, the home page and the questions page went smoothly, however the rewards page had functional deficiencies.

For conducting testing, the main testing that had been conducted was acceptance testing where the head of engagement for the NPTC group had taken a look through the application and had filled in a questionnaire which had been structured around meeting heuristics as well as obtaining the opinion of the head of engagement as to whether or not the application would be usable as a successful tool to assist in getting new students to join the college.



4. Conclusions

The main conclusions which had been drawn from the project were much less conclusive than ideally expected, as due to the application not being in a presentable and fully functional state, the application was not able to be tested in the method that had been wanted, as instead of conducting a qualitative test which had utilised potential student’s reward points gained to determine how engaged these potential students were with the application, the only testing which could work was testing with the engagement officer to gain an understanding of whether or not the final product is something that works well as a proof of concept, which in the end had been a success and as a whole the application had been seen as a great tool that can be used to get potential students to engage with open evenings, to provide potential students with knowledge about the college and potentially causing them to choose the college.



Total Points
67

Submit



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David