

Research proposal

Questions:

Website Functionality & Content Development

1. What features and tools should be integrated into the website to support academic program listings, student exchanges, and research collaborations?

- **Academic program listings:** A searchable database or categorized listing of programs with filters by country, institution, and field of study.
- **Research collaboration hub:** A platform for faculty and researchers to share projects, find partners, and apply for funding opportunities.
- **Interactive maps:** Display partner institutions and their available programs for easy visualization.
- **News & Updates section:** Announcements about new programs, collaborations, and success stories.

User Engagement & Usability

2. What are the main challenges that users (students, educators, and partners) face when navigating the BELCO Alliance website?

- **Lack of content:** Essential information about programs, collaborations, and partner institutions is missing or incomplete.
- **Navigation difficulties:** Users may struggle to find relevant information due to unclear menu structures or a lack of intuitive layout.
- **Technical issues:** Broken links, or non-responsive design affecting the user experience.

User Experience & Navigation

4. What improvements can be made to the website's navigation and layout to ensure easy access to academic programs, exchange opportunities, and partnership details?

- **Clear menu structure:** Organize sections logically (e.g., "Programs," "Exchange Opportunities," "Partner Institutions," "Research").
- **Breadcrumb navigation:** Help users track their location within the site and easily backtrack.
- **Improved search functionality:** Enable filtering options for academic programs, research opportunities, and institutions.
- **Mobile-friendly design:** Ensure smooth navigation across all devices.

5. 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)?

- **Mobile responsiveness:** Ensure the site adapts well to different screen sizes.
- **Readable fonts & contrast:** Use accessible fonts and color schemes for better visibility.
- **Language support:** Offer multilingual options for non-English-speaking users.
- **Screen reader compatibility:** Improve accessibility for visually impaired users with proper alt text and keyboard navigation.

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

- **Advanced search filters:** Allow users to filter by location, field of study, institution, and program type.
- **Online application portals:** Enable students and researchers to apply directly for programs and grants.