

Target Location and Needs Research

Vassil Dimitrov, Andrejs Dvoskins, Sanne Reniers, Toni Hristov

FontysICT

Sem2

Date: 05.04.2024

Problem definition

New candidates for Fontys ICT face a common challenge: they lack clear information about the different profiles offered within the discipline. There is no straightforward explanation or division of these profiles, leaving students unsure about what each entails. This confusion persists not only for future students but also for those in their first academic term. As a result, students struggle to make informed decisions about their education and career paths in ICT. Addressing this issue is crucial to ensure that students have the necessary information to choose the right profile for their goals.

Research method

We stick with the DOT research framework and picked the **field** section for this research. We conducted a **survey** and **interviews** to answer these questions:

- **Where do we target our audience?**
 - Where does our target audience spend their time - Digitally
 - Where does our target audience spend their time - Physically
- How do they find places to study?
- **What are our target's needs?**
 - What media products do Fontys already have?
 - What is still unclear for the target audience?
 - What does our target audience want to learn?
 - What does the target audience already know?
 - What are our target audience's expectations?

Results and data gathered

We found the habits and needs of prospective students in Fontys ICT. Through surveys and interviews with 24 individuals, we learned where our audience spends their time physically and online, as well as their expectations regarding ICT profiles. This insight guides the structure of our media campaign, ensuring it effectively informs and engages our audience about Fontys ICT offerings.

Where do we target our audience?

During our research process, we started with coming up with 15 different research questions. A lot of these fell under the final questions that we wanted to get answered. We ended up doing 2 different field research methods. We sent out a survey, and we did a lot of interviews with different people. In the end, we had quite a good overview of where our target audience spends their time, both physically and online. And therefore, where we can target them.

The general outline of what came out of this research is that most of the students spend a lot of their time each day either at school or at home. But there are also a few other places that stand out. 6 of the people that we interviewed spend a lot of their time each day with friends. This is quite normal and was

to be expected. What was more unexpected was that. Out of the 18 people that we interviewed, 12 of them mentioned that they spend a lot of their time in the city center or the surrounding areas. This means that when wanting to target our audience, the city center would be a very good place to start outside of the school's that they go to.

On top of that we also researched where our target audience spends their time online. We know that teenagers nowadays spend a lot of their time on their phone, this makes social media a good way to find people, and to target them there too. Out of the 18 people that were interviewed and the 8 that filled out the survey, 20 people mentioned that they spend most of their time on instagram, 6 on tiktok and 11 on youtube. On top of the normal social media, 9 people that we interviewed mentioned that they like to play games.

The information that we got answers the question in 2 different ways. We now know where we can find our target audience physically, but also where we can target them online. This makes it easier to do user testing later, but also means that we know where we can put up posters or what things we can combine to motivate and inform our target audience.

What are our target's needs?

For this question, we again interviewed 18 people and on top of that 6 people filled in our survey. This means that we have a total of 24 people that we have gathered input from. During this process we found out what their expectations are, what they would like to learn but also what they like and dislike. We also clarified if it is correct that people do not know what their options are.

Firstly, we asked them if they knew which profiles there are. 9 out of the 24 people that we asked know what their options are and what they include. 7 do not know what their options are and 5 know some of the options, but do not know everything. This means that 11 of the 24 people that we gathered input from, do not know which options there are. This is a little bit less than half of the people. This clarified the need of making a campaign that clears up more of what the profiles include, and what they will learn in their study when choosing this profile.

With the next question, we went a bit more in depth about their needs and what their expectations are of the study in general. When starting the study, people expected that they'd get more actual classes than what we actually got. This is not something that we can solve, but it is something that we think is good to mention.

They also expect that the attention lays on coding and learning more on ICT. Where for some profiles this is a big part and all of them do include it, it is not the case that with all the profiles the full attention lays on this. For example, in media the attention lays partly on coding, but also on designing branding means and UX design. This is something that we should make clearer to the students that are starting next semester.

The last important questions that we asked them was which profiles they would like to know more about. This is important in order to find out which profiles are the most unclear. This question was not asked during the interview, but the main outline from this during the survey was that 6 out of the 8 people that answered it, would like to know more about the media profile. 2 of those 8 would like to know more about the business profile. This means that we should focus on these 2 the most when thinking of ways to improve the way that information about the outcomes is brought out.

Analysis and Conclusion

Analysis

Our research reveals critical insights into targeting and addressing the needs of prospective Fontys ICT students. Understanding their physical and digital habits is crucial for effective outreach. Most students spend significant time at school, home, and social settings like the city center. Social media platforms, particularly Instagram, TikTok, and YouTube, emerge as key channels for engagement.

Moreover, clarifying students' needs and expectations is vital. Nearly half of participants lacked clarity about ICT profiles, emphasizing the need for clear communication. Students expect a focus on coding and ICT skills but also value other aspects like design and business.

Conclusion

The research underscores the importance of tailored messaging and strategic use of digital platforms in engaging prospective Fontys ICT students. By addressing their needs and expectations and providing clarity on ICT profiles, we can develop a compelling media campaign. Moving forward, these insights will inform the creation of a comprehensive strategy aimed at attracting and informing prospective students about the diverse opportunities within Fontys ICT.

References

Interview Results Spreadsheet. Retrieved from: <https://docs.google.com/spreadsheets/d/1KV3lyS-XDKhKfWBQNimRqaG4mNGdBt88kdTq55SocXA/edit#gid=0>

CMD Methods:

CMD Methods - Field Cards. Retrieved from: <https://cmdmethods.nl/cards/field>