

# A User-Centered Information Website for First-Year Students: Design and Performance Evaluation

## 1 Research Background & Objectives

### Problem



- Information for first-year students is scattered across multiple channels.
- Difficult to access accurate and up-to-date information.

### Objectives

Develop and evaluate an information website for first-year students by integrating:

- ✓ User-Centered Design (UCD)
- ✓ Information Architecture (IA)
- ✓ Modern Web Development Standards



**Target Group: First-Year Students**  
Nakhon Si Thammarat Rajabhat University

## 2 Methodology



### Needs Analysis

Study user needs and behavior



### Information Architecture

Organize content and structure



### Website Development

Google Sites



### Performance Evaluation

- Google Lighthouse
- Google PageSpeed Insights
- Google Analytics



### User Evaluation

440 First-Year Students

### Evaluation Framework



Expert Review  
(3 Experts)



Satisfaction  
Questionnaire



Core Web Vitals  
Assessment

## 3 Key Findings



### Expert Evaluation

( $M = 4.65$ ,  $SD = 0.32$ )

**4.65**  
Very High



### Website Performance (Core Web Vitals)

- ✓ Passed Core Web Vitals
- ✓ Best Practices Score = 100
- ✓ Good Performance

**100**  
Best Practices  
Score



### User Behavior (Mobile Access)

**81.41%**  
Access via  
Mobile Devices



### User Satisfaction

( $M = 4.43$ ,  $SD = 0.93$ )

**4.43**  
High Level



**Highest in: Usefulness | Practical Application**