

Exploratory Research for the Fontys Health Innovation Minor

Objective of the Research

I want to gain insights into the current perceptions, needs, and preferences of students and stakeholders regarding the Fontys Health Innovation minor. This research will inform the development of a new logo, social media posters, and promotional materials, ensuring they effectively communicate the minor's values and appeal to the target audience.

Research Methodology

1. Target Audience Identification

- **Primary Audience:** Current and prospective students interested in the Health Innovation minor.
- **Secondary Audience:** Fontys staff, alumni of the minor, and industry partners.

2. Data Collection Methods

Due to illness and resulting absence, it was not possible to conduct interviews or surveys. Instead, all information was gathered from secondary sources, including:

- **Fontys Website:** <https://www.fontys.nl/Studeren/Minoren/Health-Innovation.htm>.
- **Social Media Channels:** Analysis of posts and engagement metrics on Fontys' platforms.
 - <https://www.facebook.com/fontyshogescholen>
 - <http://instagram.com/fontyshogescholen>
 - <http://twitter.com/fontys>
 - <https://www.linkedin.com/school/fontys-hogescholen/>
- **YouTube Videos:** Observations from videos featuring Health Innovation-related content, <https://www.youtube.com/user/FontysHogescholen>
- **Competitor Analysis:** Review of branding and promotional materials from similar hprograms at other institutions.
 - <https://www.nhlstenden.com/minoren/health-innovation>
 - <https://www.kiesopmaat.nl/modules/hro/CMI/143721/>

Findings

1. Current Perceptions

- The existing branding lacks a distinct identity and fails to emphasize the innovation aspect of the minor.
- Students associate Health Innovation with “future-oriented thinking” and “problem-solving in healthcare” based on online content and materials.

2. Key Values

- Innovation, health, collaboration, and societal impact were identified as core values.
- The branding should inspire a sense of creativity and optimism.

3. Visual Preferences

- Observations from social media and websites indicated a preference for clean, modern designs with bold yet approachable typography.
- Color palettes that combine vibrant tones (e.g., orange for energy) with soothing hues (e.g., light blue for health) were highly rated.
- Symbolism should reflect both health (e.g., medical icons) and innovation (e.g., lightbulbs, abstract shapes).

4. Effective Channels

- Social media platforms, particularly Instagram, was identified as the most effective for reaching the target audience.
- Posters in high-traffic areas on Fontys campuses were also highlighted as impactful.

Recommendations

- **Logo Design**
 - Incorporate a symbol that reflects both health and innovation
 - A simple and clear design
 - Use a color palette that combines well with #673366 (dark purple/ aubergine) for consistency and appeal.
- **Social Media Posters**
 - Highlight student success stories and innovative projects.
 - Use eye-catching graphics and concise, motivational taglines.
- **Promotional Posters**
 - Feature dynamic visuals of students collaborating or using innovative tools.
 - Include QR codes linking to the Health Innovation minor's webpage for easy access.
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Conclusion

This research gave useful insights into how people see and think about the Health Innovation minor. By using these findings for the new logo and promotional materials, the minor can attract more students and show it's a modern and important program. Since interviews and surveys weren't possible, the research used online sources like the Fontys website, social media, and YouTube videos.