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The Development and Acceptability of Paulivox Website for Branding and Digital Presence

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Abstract

With the emergence of digital transformation in communications, efficient communication platforms play a significant role in understanding and engaging effectively with stakeholders, enhancing brands, and providing necessary updates. The current research work was conducted on designing and testing the Paulivox Website, which is a comprehensive communication platform aimed at enhancing brands and digital engagement for St. Paul University Surigao (SPUS). The research work employed a descriptive development design with both elements combined for mixed methods approaches. The work was conducted using the Integrated Development Life Cycle with a combination of both Agile approaches for developmental progress and Design Thinking strategies for innovative design. Preliminary data collection helped to identify problems prevalent in current platforms used by stakeholders, which acted as attributes for designing Paulivox. The final assessment used TAM2 to assess stakeholder perceptions. The assessment revealed high levels of acceptance, especially concerning usefulness, usability, and applicability for stakeholders on communication issues. Role-based support gradients revealed critical elements involving individual perceptions across stakeholder groups. The current work clearly outlines how customized communication platforms can enhance communication, improve overall organizational brands, and promote stakeholder engagement even after completion of formal education. Enhanced customization for developmental improvement and implementation by stakeholders ensured long-term sustainability.

Keywords: Communication Platform, Branding; Digital Presence; Stakeholder Engagement; Agile Development; Design Thinking, Information Technology

1. Introduction

Information and Communications Technology (ICT) has profoundly transformed every aspect of human life, influencing how individuals work, learn, communicate, and interact. Ratheeswari (2018) emphasized that ICT has become an indispensable part of daily activities across workplaces, businesses, education, and recreation. In the educational context, ICT has revolutionized institutional communication and engagement. Traditional means such as printed bulletins or face-to-face announcements are no longer sufficient. Schools now require innovative communication systems that go beyond information dissemination to foster meaningful relationships with students, staff, parents, alumni, and the wider community. A well-designed communication platform not only conveys information but also strengthens institutional identity, branding, and stakeholder engagement.

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With the growing influence of social media and rapid technological advancements, educational institutions have greater opportunities to connect with their stakeholders. Hanadi Aldreabi et al. (2024) noted that effective digital communication enables schools to achieve core administrative objectives, such as improving student services, enhancing resource management, and strengthening institutional unity. In today's digital environment, a school's online presence—through its website or social media platforms—serves as an extension of its identity and values. For many, these platforms create the first impression of an institution. As Macakoğlu et al. (2022) observed, a university's website is a crucial factor in attracting prospective students and showcasing what the institution can offer.

Recognizing this, St. Paul University Surigao (SPUS) identified the need to unify its multiple communication channels, including its website, Facebook page, bulletin boards, and group messaging systems. These existing tools were inconsistent and fragmented, making it difficult for users to access timely and reliable information. To address this gap, the researcher developed the PAULIVOX website—a centralized communication platform representing the "voice of all Paulinians." This platform integrates content management features, internet radio, and social media connectivity to enhance SPUS's digital communication and strengthen its institutional identity. While many schools maintain separate websites and social media pages, few have attempted to integrate them into a cohesive, multifunctional platform. The PAULIVOX initiative thus not only advances SPUS's digital strategy but also serves as a practical model for other educational institutions seeking to enhance their digital presence through innovative ICT integration.

Project Framework

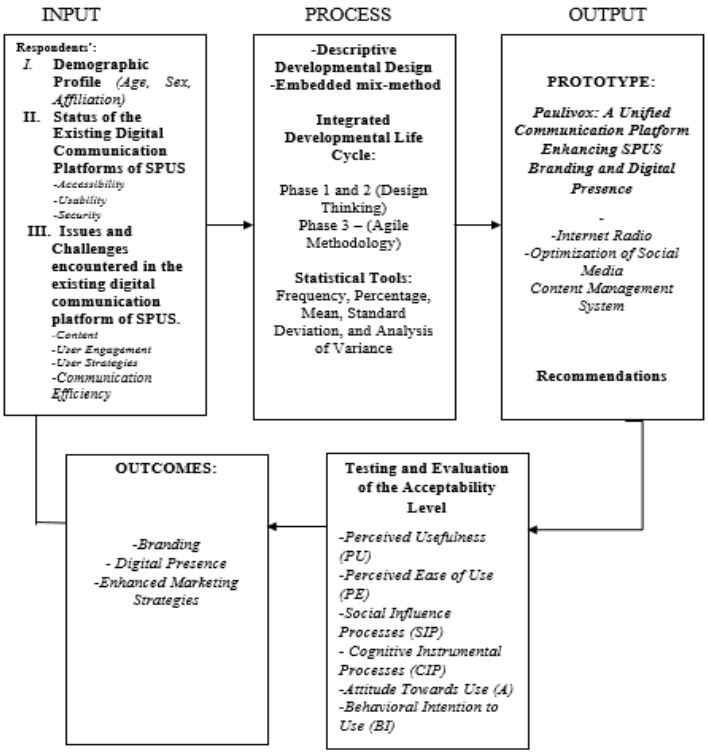

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Figure 1. The Operational Framework of the study

Figure 1 above is the operational framework for this study. Information gathered by the respondents is outlined in the first box. These include quantitative and qualitative information about demographic characteristics, perceptions of current communication platforms, and issues identified by stakeholders about SPUS current digital communication platforms.

The second box is related to the process phase, in which Paulivox was developed by means of descriptive developmental design with a mixed-methods paradigm. The research design adopted is a three-phase Integrated Development Life Cycle (IDLC), which includes both Design Thinking and Agile approaches (Shafiq and Parween, 2023). Phases 1 and 2 followed Design Thinking for empathizing with users, understanding problems, ideation, and prototyping, whereas Phase 3 followed Agile for refining Paulivox with feedback. The quantitative data was analyzed by means of frequency, percentage, mean, standard deviation, and ANOVA.

The third box highlights the output, which is the Minimum Viable Product (MVP) for designing Paulivox's website, covering features such as Internet Radio, Content Management System, and Social Media Optimization.

Finally, the fourth box includes the evaluation phase, assessing acceptability for Paulivox on dimensions including usefulness, ease of use, social influence, cognitive process, attitude towards usage, and intention to use, based on the proposed model of Technology Acceptance Model 2 (Venkatesh & Davis, 2000).

The proposed work sought to design and develop a new digital communication system that would entail digital initiatives such as a digital radio, content management system, and social media optimization. This proposed initiative would work towards improving the branding and digital identity of St. Paul University Surigao (SPUS), bringing about improved connectivity, interaction, and collaboration among members of SPUS. The proposed work is anchored on Sustainable Development Goal (SDG) 9: Industry, Innovation, and Infrastructure (United Nations, 2015) and the Technology Acceptance Model (TAM2) by Venkatesh & Davis (2000). SDG 9 emphasizes the need for iconic infrastructure development, inclusive sustainable industrialization, and innovative ideas. TAM2, on the other hand, is used for understanding technological perception, acceptance, and utilization. The proposed work contributes towards this aim by providing a technological infrastructure platform called Paulivox, which would enable innovation in communication technology in an academic institution. SDG 9 thus validates technological development. Similarly, TAM2 validates technological implementation and acceptance. SDG 9 ensures that this proposed work is aligned with global developments. TAM2 ensures that this proposed work is aligned with technological practicability, friendliness, and acceptance by the proposed work's community. The proposed work is thus aligned with SDG 9 in terms of completeness. The proposed work is thus aligned with TAM2 in terms of technological relevance. The researcher thus aligned his proposed work on both, ensuring that his proposed work is comprehensive and acceptable by actual users.

Aim of the Study

The study aimed to design and develop the *PAULIVOX* website as a unified communication platform to enhance the brand and digital presence of St. Paul University Surigao (SPUS). It sought to assess the current digital communication systems of the university, identify existing issues and challenges, and evaluate the acceptability of the developed platform among its stakeholders.

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Research Questions

1. What is the demographic profile of the respondents in terms of:
    a. Sex
    b. Age
    c. Affiliation
2. What is the status of the existing digital communication platforms of SPUS as perceived by the respondents in terms of:
    a. Accessibility
    b. Usability
    c. Security
3. Is there a significant difference in respondents' perceptions of the existing communication platforms across profile variables?
4. What are the issues and challenges in the existing communication platforms of SPUS as perceived by the respondents in terms of:
    a. Content
    b. User experience
    c. User engagement
    d. Communication efficiency
5. Is there a significant difference in respondents' perceptions of these issues and challenges across profile variables?
6. How can a comprehensive web-based communication platform be designed and developed to enhance SPUS's branding and digital presence?
7. What is the demographic profile of the respondents who evaluated the developed platform in terms of:
    a. Sex
    b. Age
    c. Affiliation
8. What is the acceptability level of the developed *PAULIVOX* platform in terms of:
    a. Perceived Usefulness (PU)
    b. Perceived Ease of Use (PEU)
    c. Social Influence Processes (SIP)
    d. Cognitive Instrumental Processes (CIP)
    e. Attitude Toward Use (A)
    f. Behavioral Intention to Use (BI)
9. Is there a significant difference in the acceptability of the developed *PAULIVOX* platform across groups defined by profile variables?

Null Hypotheses

At the 0.05 level of significance, it is hypothesized that:

HO_1. There is no significant difference between the respondents' profiles and their perceptions of the status of the existing digital communication platform.

HO_2. There is no significant difference between the respondents' profiles and their perceptions of the issues and challenges of the existing digital communication platform.

HO3. There is no significant difference between the respondents' profiles and their perception of Paulivox's acceptability level.

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2. Review of Related Literature

Digital transformation in schools and universities makes it imperative to measure the effectiveness of communication media, including websites and social media sites. According to Han (2024), these communication platforms should not only hold institutional information but should be responsive to users' dynamic needs. That is, relevance of content is one area to measure performance. Again, Capriotti et al. (2023) cited that institutional content should keep up with the interests of all stakeholders. These include but are not limited to students, lecturers, staff, alumni, and society. Abdulla et al. (2023) pointed out that if the content is unreliable, tardy, and irrelevant, it can have negative impacts on a website's reputation and usefulness because it is dependent on content that increases users' satisfaction (Abdullah et al., 2019). Furthermore, Cicilia Sriliasta Bangun, Purnama, and Panjaitan (2022) reported that Industry 4.0 has introduced various challenges to education. These challenges have been met by schools due to improved education thanks to Industry 4.0.

Institutional websites and social networking sites have now become irreplaceable platforms for communication, engagement, and connectivity. According to Fajardo-Flores et al. (2018), these platforms can be considered essential links between academe and stakeholders. Their usefulness largely relies on accessibility, usability, and credibility, which play significant roles in building these characteristics. Pereira and Russo (2018) claimed that Agile Software Development improves user experience by providing quicker delivery and flexibility. Han (2022) then presented another great technique for improving designs with a focus on users, which involves the process: Empathize, Define, Ideate, Prototype, and Test.

This is in line with Sustainable Development Goal 9 (SDG 9) advocated by the United Nations, which encourages innovation, infrastructure, and inclusive industrialization (Duarte et al., 2023). The implementation of digital platforms such as PAULIVOX is informed by such objectives. According to the Technology Acceptance Model (TAM), perceptions of usefulness and ease of use are drivers for individuals to adopt technology. TAM2 enhances this by adding cognitive and social components (Sullivan, 2016). It can thus be noted that both approaches indicate a successful implementation of digital platforms in education facilities is dependent on the efficient implementation of technology acceptance elements and digital platforms for purposes of engagement and innovation.

3. Methodology

The study used a descriptive developmental research design with an embedded mixed-methods approach to address communication challenges at St. Paul University Surigao. It was developmental in nature as it involved the design and creation of the PAULIVOX communication platform through the Integrated Development Life Cycle (IDLC) framework, which combined Design Thinking and Agile methodologies. A total of 708 respondents participated, including 308 students, 127 employees, 65 alumni, 60 parents, 68 student leaders, 20 administrators, and 20 IT experts. A multi-stage sampling procedure was used, integrating stratified random, convenience, and universal sampling to ensure broad representation. Data were collected through a validated researcher-made questionnaire with two sets: Set A assessed existing platforms in terms of accessibility, usability, and security, while Set B evaluated the developed platform's acceptability based on the Technology Acceptance Model 2 (Venkatesh & Davis, 2000), using a four-point Likert scale. The research followed three phases: (1) user needs analysis and problem definition, (2) design and development of PAULIVOX, and (3) testing and evaluation of the platform's usability and functionality. Quantitative data were analyzed using descriptive statistics such as frequency, percentage, mean, and standard deviation, and inferential statistics through ANOVA at a 0.05 significance level to determine differences across stakeholder groups. Qualitative responses were thematically

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analyzed to enrich the quantitative results and provide deeper insights into user experiences and perceptions of both the existing and the newly developed communication systems.

4. Results and Discussion

Table 1. Demographic Profile of the Respondents

Profile	f (n=630)	%
Sex		
Male	261	41.43
Female	369	58.57
Age		
15-19 years old	149	23.65
20-24 years old	234	37.14
25-29 years old	75	11.90
30-34 years old	30	4.76
35-39 years old	30	4.76
40-44 years old	36	5.71
45-49 years old	38	6.03
50-54 years old	19	3.02
55-59 years old	8	1.27
60-64 years old	4	0.63
65-69 years old	7	1.11
Affiliation		
Student	378	60.00
Employee	127	20.16
Alumni	65	10.32
Parent	60	9.52

The data in table 1 show that 58.57% of respondents were female and 41.43% were male, indicating gender diversity that may influence digital platform usage, as men and women interact differently with online interfaces (Esfahani & Sarah, 2021). The majority of respondents were 20–24 years old (37.14%) and 15–19 years old (23.65%), primarily students—consistent with Alruthaya et al. (2021), who note that Generation Z are the most active users of digital platforms for communication and self-expression. Most participants were students (60%), followed by employees (20.16%), alumni (10.32%), and parents (9.52%), reflecting both the platform's core audience and its broader stakeholder reach. As emphasized by Alghizzawi et al. (2019), engaging diverse institutional stakeholders enhances the digital presence of educational organizations.

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Table 2. Summary Table of the Status of the Existing Digital Communication Platforms of SPUS as Perceived by the Respondents.

Indicators	M		SD	VR	I
Accessibility	3.05		0.69	Moderately Agree	Satisfied
Usability	3.09		0.73	Moderately Agree	Satisfied
Security	3.15		0.76	Moderately Agree	Satisfied
Overall	**3.10**		**0.73**	**Moderately Agree**	**Satisfied**

Table 2 presents an overall mean score of 3.10 with a standard deviation of 0.73, reflecting a moderate level of agreement among respondents and indicating that most stakeholders reported being "satisfied" with the current digital communication platforms. Disaggregated data from the table show that this satisfaction encompasses the domains of accessibility, usability, and security, though none reached the threshold for "high satisfaction." The moderate mean suggests that although the platforms are considered adequate in supporting institutional communication, there remain opportunities for further enhancing the user experience. Such improvements are congruent with inclusive design principles, which emphasize the need to provide equitable access and usability for all members of the academic community (Akgül, 2020). The table's findings underscore that usability, particularly regarding navigation, ease of learning, and task completion, remains central to sustained user satisfaction (Carden, 2025). Furthermore, the data reinforce Hider and Shabir's (2024) argument that effective security in higher education platforms must integrate not only technological measures but also robust organizational protocols and sustained staff training to mitigate risks.

Table 3. Recurring Concerns on the Status of the Existing Communication Platforms as Perceived by the Stakeholders.

ACCESSIBILITY	USABILITY	SECURITY
-Connectivity Issues and Dependence on the Device and Network.	--Navigation and Interface Design	-Inadequate Password Configuration
-Complex Navigation and Fragmented Platform	-Issues with Functionality and Responsiveness	-Absence of Privacy Policies
-Lack of Technical Support and Reliability	-Lack of User friendliness	-Ambiguity of Storage and Utilization of Information
-Design and Device Compatibility Issues	-Limited feedback and support mechanism	
-Need for an Inclusive and User-friendly access	-Restricted Interaction Features	

Table 3 shows the recurring concerns across accessibility, usability, and security dimensions reveal significant barriers to the perceived effectiveness of SPUS's existing digital communication platforms. Accessibility issues such as unstable internet connectivity, device incompatibility, and the lack of inclusive features limit users' reliance on the system and reduce its Perceived Usefulness. Usability challenges, including complex navigation, fragmented

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interfaces, and poor responsiveness, negatively influence Perceived Ease of Use, a key determinant of user acceptance in Davis's Technology Acceptance Model (1989). Similarly, security concerns involving data protection, privacy policies, and feedback mechanisms weaken user trust and diminish their intention to continue using the platform. These findings align with Almaiah et al. (2022), who emphasized that ease of use and usefulness must be jointly strengthened to improve engagement. Moreover, Venkatesh and Davis (2000), through TAM2, underscored that external factors such as accessibility and interface quality shape user attitudes and behavioral intentions. Hence, addressing these recurring issues is not merely a technical refinement but a strategic move toward fostering user trust, system adoption, and long-term sustainability across stakeholder groups.

Table 4. Significant Difference in the Perception of the Respondents on the Status of the Existing Communication Platforms

Profile	Dependent	t/ F	p-value	Decision	Interpretation
Sex	Accessibility	-0.90	0.369	Accept H_o	Not Significant
	Usability	-1.31	0.192	Accept H_o	Not Significant
	Security	-1.63	0.104	Accept H_o	Not Significant
Age	Accessibility	1.28	0.240	Accept H_o	Not Significant
	Usability	1.54	0.120	Accept H_o	Not Significant
	Security	0.68	0.741	Accept H_o	Not Significant
Affiliation	Accessibility	1.91	0.126	Accept H_o	Not Significant
	Usability	1.14	0.332	Accept H_o	Not Significant
	Security	1.56	0.198	Accept H_o	Not Significant

As shown in table 4, the 0.05 level of significance is exceeded by all p-values, as illustrated in the table. Consequently, the null hypotheses for all variables are accepted, suggesting that there were no significant differences in the perceptions of Accessibility, Usability, and Security among respondents based on their sex, age, or affiliation.

Table 5. Summary Table of the Issues and Challenges of the Existing Digital Communication Platforms of SPUS as Perceived by the Respondents.

Indicators	M	SD	VR	I
Content	2.26	0.91	Slightly Agree	Minor
User Experience	2.18	0.94	Slightly Agree	Minor
User Engagement	2.25	0.92	Slightly Agree	Minor
Communication Efficiency	2.26	0.91	Slightly Agree	Minor
Overall	**2.24**	**0.92**	Slightly Agree	Minor

Table 5 summarizes stakeholders' evaluations of the existing digital communication platforms at SPUS, yielding an overall mean of 2.24 and a standard deviation of 0.92, which corresponds to the "Slightly Agree" category. This finding indicates that, while most stakeholders comprising students, employees, alumni, and parents regard the perceived inefficiencies as relatively minor, there remains a consistent recognition of system limitations. Crucially, the persistence of these challenges among diverse respondent groups underscores the necessity for actionable

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interventions. Specifically, these results call for the implementation of an integrated, institution-wide strategy aimed at resolving identified deficiencies in usability, functionality, and engagement to enhance the overall effectiveness of digital communication at SPUS.

Table 6. Summary of the Recurring Concerns on the Issues and Challenges of the Existing Digital Communication Platforms as perceived by the respondents.

Content	User Experience	User Engagement	Communication Efficiency
-Outdated or Delayed Information	-Poor Navigation and Design	-Lack of Interactive Features	-Delayed or Missed Communication
-Content Relevance and Inclusivity	-Lack of Mobile Responsiveness	-Minimal Multimedia Integration	-Lack of Centralized and Streamlined Communication
-Poor Content Organization and Accessibility	-Absence of Centralization and Limited Accessibility	-Low Engagement and Participation	-Unclear or Inconsistent Messaging
-Lack of Engagement and Interactivity	-Lack of Customization and Interactive Features	-One way of Delayed Communication	-Limited Feedback Mechanism
-Inconsistent or Incomplete Content	-Unreliable Performance and System Log	-Fragmented Communication Tools	-Outdated Practices and Delayed Decision Making.

These findings in the table 6 substantiate the need for the development of PAULIVOX as a unified communication platform tailored to the specific needs of the St. Paul University Surigao community. PAULIVOX addresses the identified gaps by incorporating innovative features that directly target user experience, engagement, and content quality. For instance, the integration of an interactive Internet Radio module enables real-time dissemination of announcements and university events, thereby fostering greater stakeholder engagement and providing an accessible channel for institutional communication. Additionally, the platform's content management system allows for the timely updating and organization of information, enhancing both the relevance and reliability of available content. Through these concrete enhancements, PAULIVOX effectively streamlines communication processes and ensures a responsive user experience aligned with the articulated concerns of stakeholders.

Table 7. Significant Differences in the Perception of the Respondents on the Issues and Challenges of the Existing Digital Communication Platforms of St. Paul University Surigao.

Profile	Dependent	t/ F	p-value	Decision	Interpretation
Sex	Content	1.93	0.054	Accept H_o	Not Significant
	User Experience	3.20	0.001	Reject H_o	Significant
	User Engagement	2.66	0.008	Reject H_o	Significant
	Communication Efficiency	2.10	0.036	Reject H_o	Significant
Age	Content	1.95	0.036	Reject H_o	Significant
	User Experience	2.57	0.005	Reject H_o	Significant

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	User Engagement	2.77	0.002	Reject H_o	Significant
	Communication Efficiency	1.81	0.056	Accept H_o	Not Significant
Affiliation	Content	0.13	0.944	Accept H_o	Not Significant
	User Experience	0.37	0.772	Accept H_o	Not Significant
	User Engagement	0.12	0.946	Accept H_o	Not Significant
	Communication Efficiency	1.44	0.231	Accept H_o	Not Significant

The findings in Table 7 reveal that respondents' perceptions of issues and challenges in the university's communication platforms vary significantly by age and sex, but not by affiliation. By sex, statistically significant differences were observed in user experience (p = 0.001), user engagement (p = 0.008), and communication efficacy (p = 0.036), indicating that male and female respondents perceive and interact with the platforms differently, particularly in terms of usability and effectiveness. By age, significant variations were found in content (p = 0.036), user experience (p = 0.005), and user engagement (p = 0.002), suggesting that different age groups interpret the platforms' relevance, design, and interactivity in distinct ways. However, communication efficacy (p = 0.056) did not differ significantly, indicating a consistent experience across all ages. In contrast, no significant differences were observed by affiliation, suggesting that students, employees, alumni, and parents share similar perceptions of the communication platforms' content, usability, and overall effectiveness.

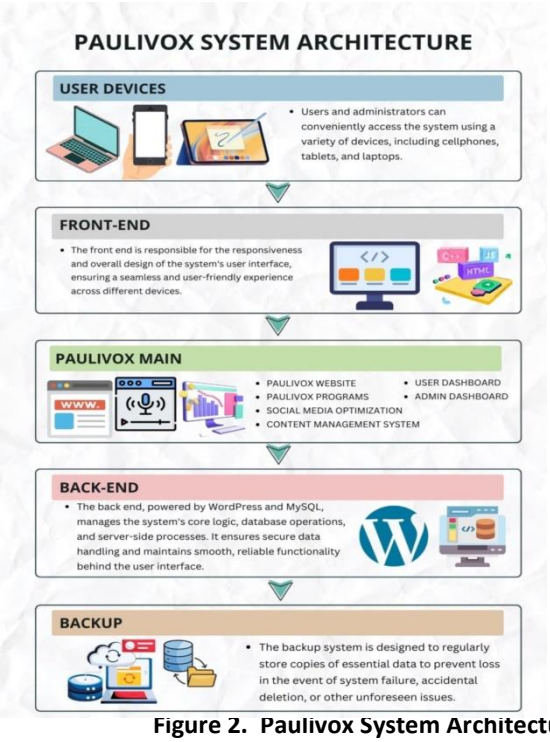

Figure 2. Paulivox System Architecture

Figure 2 indicates that to build the front end of Paulivox, a combination of web technologies was used, each serving a specific purpose in the platform's design and functionality. The layout and interface were created using HTML, CSS**,** and JavaScript**.** The heart of Paulivox's architecture lies in its defining feature as a *unified*

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digital communication platform. It was conceptualized to consolidate three core functionalities that were dispersed across different systems: The Internet Radio, Social Media Optimization, and Content Management System. The back end of Paulivox was built using WordPress and MySQL**.** WordPress was chosen for its flexibility, user-friendly interface, and wide range of plugins.

Perceived Acceptability Level of Paulivox

Figure 3. PauliVox Home Page

As illustrated in figure 3, the main page for digital communication is Paulivox's "Home Page", is made to be clear, responsive, and easy to use. Users are welcomed by the platform's well-organized layout, which emphasizes the university's branding through its colors, logo, and friendly motto.

Table 8. Demographic Profile of the Respondents Assessing the Acceptability Level of Paulivox

Profile	f (n=102)	%
Sex		
Male	50	46.30
Female	58	53.70
Age		
15-19 years old	15	13.89
20-24 years old	55	50.93
25-29 years old	9	8.33
30-34 years old	5	4.63
35-39 years old	10	9.26
40-44 years old	9	8.33

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45-49 years old	2	1.85
50-54 years old	2	1.85
65-69 years old	1	0.93
Affiliation		
Administrator	20	18.52
IT Expert	20	18.52
Student	68	62.96

In terms of age, table 8 shows that the most respondents (50.93%) were between 20 and 24 years old, a common demographic in studies involving higher education students and young professionals. The next largest groups were those aged 15–19 years (13.89%), 35–39 years (9.26%), and 25–29 and 40–44 years (each 8.33%). Smaller portions of respondents belonged to older age brackets, including 45–49 years (1.85%), 50–54 years (1.85%), and 65–69 years (0.93%), indicating representation across a broad age range. Regarding affiliation, the majority were students (62.96%), while administrators and IT experts each accounted for 18.52% of the sample. As noted by Creswell and Creswell (2018), such a distribution, though student-dominant, also reflects the perspectives of institutional leaders and technical experts, enriching the analysis. Overall, the respondents' demographic diversity enhanced the depth, credibility, and comprehensiveness of the study's findings.

Table 9. Summary Table of the Acceptability Level of Paulivox

Indicators	**M**	**SD**	**VR**	**I**
Perceived Usefulness (PU)	3.74	0.34	Strongly Agree	Highly Acceptable
Perceived Ease of Use (PEU)	3.56	0.45	Strongly Agree	Highly Acceptable
Social Influence Processes (SIP)	3.63	0.40	Strongly Agree	Highly Acceptable
Cognitive Instrumental Processes (CIP)	3.70	0.36	Strongly Agree	Highly Acceptable
Attitude Towards Use (A)	3.65	0.43	Strongly Agree	Highly Acceptable
Behavioral Intention to Use (B)	3.69	0.42	Strongly Agree	Highly Acceptable
Overall	**3.67**	**0.44**	Strongly Agree	Highly Acceptable

The overall results in table 9 indicate that respondents strongly agree with all six key indicators used to evaluate the Paulivox digital communication platform, yielding a weighted mean of 3.67 and a standard deviation of 0.44, indicating "Highly Acceptable." Among the indicators, Perceived Usefulness (M = 3.74) obtained the highest mean, suggesting that users strongly believe the platform enhances their productivity and goal attainment. Cognitive Instrumental Processes (M = 3.70) and Behavioral Intention to Use (M = 3.69) were also rated highly, reflecting users' intention to continue using Paulivox and their recognition of its practical value. Likewise, Social Influence Processes (M = 3.63), Attitude Toward Use (M = 3.65), and Perceived Ease of Use (M = 3.56) received favorable ratings, indicating strong confidence, motivation, and comfort in system usage. These results demonstrate a positive reception of Paulivox, underscoring its potential for sustained adoption and user satisfaction. The findings

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align with the Technology Acceptance Model (TAM), which asserts that users' technology adoption is significantly influenced by perceived usefulness, ease of use, and attitude (Davis, 1989; Venkatesh & Davis, 2000). Furthermore, participants' qualitative responses substantiate these results, providing contextual support that reinforces the platform's high acceptability among stakeholders.

Table 10. Significant Difference on the Acceptability Level of Paulivox when Respondents are grouped according to their profile variables

Profile	Dependent	t/F	p-value	Decision	Interpretation
Sex	Perceived usefulness	-1.24	0.218	Accept Ho	Not significant
	Perceived ease of use	-0.85	0.398	Accept Ho	Not significant
	Social influence processes	-1.97	0.051	Accept Ho	Not significant
	Cognitive instrumental processes	-0.81	0.418	Accept Ho	Not significant
	Attitude towards use	-0.86	0.392	Accept Ho	Not significant
	Behavioral intention to use	-1.19	0.237	Accept Ho	Not significant
Age	Perceived usefulness	1.29	0.260	Accept Ho	Not significant
	Perceived ease of use	1.41	0.202	Accept Ho	Not significant
	Social influence processes	0.21	0.988	Accept Ho	Not significant
	Cognitive instrumental processes	0.91	0.511	Accept Ho	Not significant
	Attitude towards use	1.30	0.251	Accept Ho	Not significant
	Behavioral intention to use	1.16	0.331	Accept Ho	Not significant
Affiliation	Perceived usefulness	3.20	0.045	Reject Ho	Significant
	Perceived ease of use	5.66	0.005	Reject Ho	Significant
	Social influence processes	0.73	0.485	Accept Ho	Not significant
	Cognitive instrumental processes	2.67	0.074	Accept Ho	Not significant
	Attitude towards use	6.31	0.003	Reject Ho	Significant
	Behavioral intention to use	5.47	0.006	Reject Ho	Significant

These results in table 10 suggest that users across various Age groups respond similarly to the platform**,** reflecting Paulivox's user-friendly design, which accommodates both younger and older users. In contrast, the Affiliation has a statistically significant influence on several key factors: Perceived Usefulness (p = 0.045), Perceived Ease of Use (p = 0.005), Attitude Towards Use (p = 0.003), and Behavioral Intention to Use (p = 0.006).

Table 11. Alignment Matrix: Paulivox Solutions to Stakeholder Concerns on the SPUS Existing Digital Platforms

Aspect	Stakeholders Concern	Paulivox Response / Feature
Accessibility	Connectivity issues and dependence on the device and network	Paulivox works well on both desktop and mobile platforms. It is also light, which means it loads quickly even on slower connections.
	Complex navigation and a fragmented platform	Paulivox is a consolidated, all-in-one platform that combines websites and Facebook pages, so you don't have to hop between apps as much.
	Lack of technical support	A dedicated help desk, such a chat box, was added to

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	and reliability	speed up responses.
	Design and device compatibility issues	The platform has a responsive design that changes automatically to fit different screen sizes and operating systems.
	Need for inclusive and user-friendly access	It has easy-to-read menus, readable fonts, a high-contrast mode, and a switch to English for people with disabilities.
Usability	Navigation and interface design	Paulivox has a layout that makes sense to users and has clear labels, which makes it easier to access information.
	Issues with functionality and responsiveness	Modern frameworks are used to build features so that they respond quickly, have few problems, and allow for smooth surfing.
	Lack of user friendliness	During the design process, the user experience was the most important thing, and feedback from stakeholders helped shape the layout and functions.
	Limited feedback and support mechanism	Paulivox lets you add comment boxes, surveys, and reaction tools, which encourage two-way communication and feedback.
	Restricted interaction features	Polls, shout-outs, and embedding forms for feedback or event participation are all built-in interaction options.
Security	Inadequate password configuration	Paulivox has secure login methods, two-factor authentication (2FA), and permissions for each authorized user.
	Absence of privacy policies	The homepage has a clear privacy policy and terms of use that everyone can see and read.
	Ambiguity of storage and use of data	Following data protection rules, Paulivox makes sure that users know how their data is gathered, stored, and protected.
Content	Outdated or delayed information	Paulivox offers a centralized CMS (Content Management System) that manages real-time content updates. This lets certain people submit or change news and announcements quickly.
	Content relevance and inclusivity	Content categories are made for different groups of people, such students, parents, and alumni. They support several languages and come in different formats, like text, audio, and video.
	Poor content organization and accessibility	It has a simple content layout, consistent sections, and smart search and filtering options that make it easy to find what you're looking for.
	Lack of engagement and interactivity	Embeds polls, comment sections, and interactive stories that invite user input and feedback.
	Inconsistent or incomplete content	Includes editorial process and version control to make sure that the content is correct, complete, and consistent before it is published.

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Use Experience	Poor Navigation and Confusing design	Has a sleek and modern design with easy-to-use menus and navigation.
	Lack of Mobile responsiveness	Optimized for all devices and tested to make sure it works well on all screen sizes and with mobile users.
	Absence of Centralization and Limited Accessibility	Combines various SPUS communication tools (website, Facebook pages announcements, updates, events, etc.) in one unified hub.
	Lack of Customization and interactive Features	Enables users to customize material access and notifications according to roles.
	Unreliable Performance and System Log	It offers quick performance and seamless surfing using caching, efficient media, and lightweight code.
User Engagement	Lack of interactive features	It includes reaction buttons, live streaming, radio broadcasts, shout-outs, and dynamic content formats (podcasts, videos, etc.).
	Minimal multimedia integration	The CMS lets you post media-rich files like infographics, movies, and music, which makes the material more interesting and engaging.
	Low engagement and participation	Regular contests, community features, and sections for content made by students encourage more people to get involved.
	One-way or delayed communication	Enables real-time feedback mechanisms like comments, quick polls, and inbox messaging for instant interaction.
	Fragmented communication tools	Unifies content, announcements, social media links, and interactive tools under one consistent platform.
Communication Efficiency	Delayed or missed communication	Push notifications and instant post alerts ensure urgent updates reach stakeholders in real time.
	Lack of centralized and streamlined communication	Consolidates Facebook pages, the website, and internet radio into one portal for cohesive, efficient communication.
	Unclear or inconsistent messaging	Implements content tagging, editorial approval, and branding guidelines to maintain tone and clarity.
	Limited feedback mechanism	Surveys, rating buttons, and open comment forms allow users to give feedback and participate in platform improvement.
	Outdated practices and delayed decision-making	Real-time analytics on user behavior and platform activity help administrators make informed, timely decisions.

Table 11 shows that by addressing issues across all major areas such as *accessibility, usability, security, content management, user experience, user engagement, and communication efficiency***,** Paulivox presents itself not just as a technological upgrade, but as a strategic platform deeply aligned with the Vision and Mission of St. Paul University Surigao, which upholds excellence in Christian formation, academic development, and social transformation. The Internet Radio, Social Media Optimization, and Content Management System, collectively, are not just technological add-ons. They are meaningful tools that help SPUS live out its identity and purpose in the

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digital world. Paulivox is not just about communication, it is about connection, formation, and visibility. This proposal aims to help the university shine more brightly online while remaining deeply rooted in its mission.

As St. Paul University Surigao (SPUS) continues to embrace innovation in response to the growing needs of its diverse stakeholders, the proposed Paulivox platform seeks to go beyond digital transformation; it aims to become a strategic communication and engagement tool that brings the entire university community closer together. With its integrated features, including a *Content management system (CMS), Internet Radio, and Social Media optimization*, Paulivox is designed not only to address the limitations of current digital platforms but also to contribute meaningfully to the university's operations, branding, marketing, and long-term sustainability.

5. Conclusion and Recommendations

Conclusion

The study found that stakeholders were generally satisfied with the existing digital communication systems of St. Paul University Surigao, particularly in terms of security. However, several areas for improvement were identified, including delayed updates and outdated content. These limitations prompted the development of *Paulivox*, a comprehensive communication platform designed through the integration of Design Thinking and Agile methodologies. The platform unified various institutional communication channels by incorporating internet radio, social media optimization, and a content management system. Evaluation results revealed high acceptability levels across all dimensions—perceived usefulness, ease of use, social influence, cognitive processes, attitude, and behavioral intention—indicating that *Paulivox* effectively addressed user needs and expectations across stakeholder groups such as students, employees, alumni, and parents.

Overall, the success of *Paulivox* highlights the importance of user-centered design in advancing digital transformation in higher education institutions. Its development demonstrates how well-planned digital tools can strengthen institutional branding, streamline communication, and foster inclusivity. By providing transparent, timely, and engaging updates, *Paulivox* serves as a trusted communication hub that connects the SPUS community. Beyond improving information dissemination, the platform represents a sustainable model of digital innovation that enhances collaboration, trust, and participation across the university ecosystem.

Recommendations

To ensure the sustainability and continued effectiveness of *Paulivox* as the official communication platform of St. Paul University Surigao, several measures are recommended. The university should appoint key institutional leads responsible for platform administration and policy oversight, while maximizing existing resources such as the SPUS TV Production Room for broadcasting initiatives. Providing regular user training sessions will enhance stakeholder familiarity with the platform’s functions and strengthening editorial and content management workflows will help maintain accuracy, consistency, and timeliness of published materials. The institution should also expand internet radio programming to promote engagement and strengthen institutional branding across all media outlets.

Moreover, the integration of feedback mechanisms and analytics tools is essential to monitor user satisfaction and guide continuous improvement. Sustaining collaboration among departments, ensuring administrative and technical support, and implementing inclusive marketing strategies will foster long-term success. The platform’s development team should also promote gender sensitivity and inclusivity, ensuring accessibility for persons with disabilities (PWD). Finally, future research should focus on exploring emerging technologies such as artificial

intelligence and data analytics to further optimize platform performance, personalization, and user experience, thereby positioning *Paulivox* as a benchmark for digital communication in higher education.

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