Persona Used: Phillip Lorentz

Our website does a good job of helping Bob find new employees for his petroleum company. He is looking for students that have experience with different types of fuel. To do this all he needs to do is look for the classes that deal with the chemicals in fuel. If this isn’t enough he can always search for a professor that has a similar interest in our faculty list that can help point him to the specific students and/or classes he is looking for. Another place Bob will find helpful are our research pages. Whether he is looking for graduate research or faculty led research we have pages for both. To find what research specific students are doing he can search through the list of current research projects and will be able to find the information for the students that are doing the research. He could also look for a specific instructor that is doing research in fuels. Once found he can contact that professor to help aid Bob in finding potential employees.

Bob is also very busy and tends to use his mobile devices more than a standard laptop or desktop computer. Our website lends well to this due to the actions we have taken to make our site mobile responsive, which includes redesigning the navigation for small screens. Bob will be able to easily access all of the information he would need from our site from his mobile phone or his tablet. This will allow him to get more work done out of his busy schedule.