**User group: Current Students**
**Nathan Alexandre, 3rd year undergrad student, 21**

Nathan is an Industrial Technology student at the University of Louisiana. This is his second semester of his third year so he is preparing to sign up for courses for the upcoming fall. Unfortunately, Nathan's parents can no longer support his college tuition and so he must look to increase his financial aid for the next year. He must also start working to support himself so he has to find a job on campus.

| Scenario 1 | Scenario Question |
|---|---|
| Nathan is living on campus, so he wants to find an on-campus job. | How does a current student find an on-campus job? |
| **User Tasks** | **User Steps (Current)** |
| Find the career services site and instructions on how to search for jobs on campus. | 1. Click Current Students<br>2. Scroll down to the bottom<br>3. Locate Career Services under "Other Services" (way too easy to miss...)<br>4. Click "Find a Job" on the center navigation |
| **Scenario 2** | **Scenario Question** |
| Nathan is going to sign up for classes for fall, so he wants to find out what classes are right for him. | What are my major requirements? |
| **User Tasks** | **User Steps (Current)** |
| Look for his major department website to find courses that fit major requirements. | 1. Click "Academics" on the top navigation bar<br>2. Locate "Undergraduate and Graduate programs" and click "Colleges & Departments"<br>3. Click "Engineering"<br>4. Locate and click "Industrial Technology"<br>5. Click "Programs" on the 2nd navigation bar<br>6. Click "Bachelor of Science in Industrial Technology" |
| **Scenario 3** | **Scenario Question** |

| Nathan wants to find more general information about financial aid to answer new questions that arose after his financial situation | Where can I find more information about the financial aid process? |
|---|---|
| **User Tasks** | **User Steps (Current)** |
| Find out general financial aid information to point him in the right direction of what steps to take | 1. Click on "Current Students" on the center navigation<br>2. Scroll down to locate "Financial Aid"<br>3. Click on any element to reach the Financial Aid subpage (to view the Financial Aid navigation bar)<br>4. Click "Apply" on the Financial Aid Subpage navigation bar (this element wasn't visible on the page before, therefore taking that extra step to get into the financial aid subpage to view the "Apply" element) |

***Mr. and Mrs. Scottson***
Concerned high-school senior Parents

Mr. and Mrs. Scottson are very proud that their son is on track to graduate high school in 6 months and at times, more excited than their son himself. Their son, Brandon, was never truly motivated in school and does not have the best grades. He also graduated taking the minimal amount of classes. Brandon wants to go to college and make some changes so he can have a successful career. Right now, Mr. and Mrs. Scottson want to look into U of Louisiana for their son to attend and see if he meets admissions requirements. They also want to visit UL with Brandon so that he can get a better idea of the school. They also feel too attached to Brandon to fully let him go and so they want to know which parent involvement programs are available.



| Scenario 1 | Scenario Question |
|---|---|
| Mr. and Mrs. Scottson want to see if Brandon meets admissions requirements. | What are the admissions requirements? |
| **User Tasks** | **User Steps (Current)** |
| Find the admissions site and admissions requirements | 1. Click Prospective Students<br>2. Click Freshman Students (unclear, prospective students are not freshmen yet)<br>3. Find "Admissions Information" on a cluttered page to find "Admissions Requirements" |
| **Scenario 2** | **Scenario Question** |
| Mr. and Mrs. Scottson want to visit UL with Brandon so that he can get a better idea of the school. | How do we get around campus? |
| **User Tasks** | **User Steps (Current)** |
| Find the campus map | 1. Click About Us in the top navigation bar<br>2. Scroll down to locate "Campus Map" |

| Scenario 3 | Scenario Question |
|---|---|
| Mr. and Mrs. Scottson want to know which parent involvement programs are available. | How can I, as a parent, get involved at UL? |
| **User Tasks** | **User Steps (Current)** |
| Find out financial aids information | 1. Click Prospective Students<br>2. Click Freshman Students<br>3. Scroll all the way to the bottom of the page to find in TINY letters "Orientation"<br>4. Get directed to an external site, parents will get disoriented<br>5. Find "Parents" on the left side bar navigation |

**_Trisha Anderson_**
Wealthy, successful and loyal alumni

Ms. Anderson is grateful for the opportunity to have attended UL. She is convinced that the education at UL is unparalleled and is the most important factor to her success today. Therefore, she wants to donate to the school to help fund various improvement projects. She had a lot of school pride while attending UL and so she wants to attend the homecoming basketball game to support the Cayennes. As a firm believer in the education at UL, Trisha wants to recruit students from her beloved alma mater for her Fortune 500 Company.
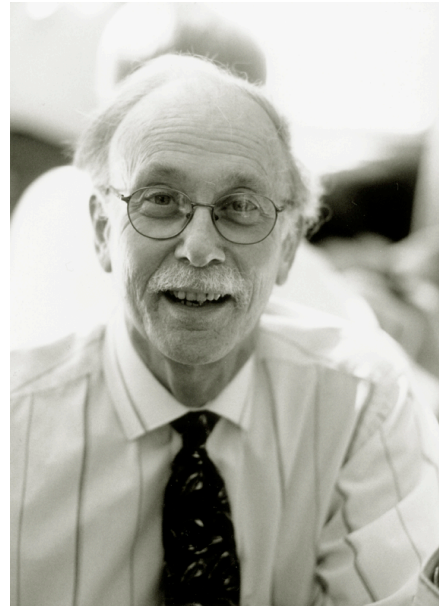
| Scenario 1 | Scenario Question |
|---|---|
| Trisha wants to donate to the school to help fund various improvement projects. | How can I donate to UL? |
| **User Tasks** | **User Steps (Current)** |
| Find the UL Foundation page to donate | 1. Click Alumni, Donors and Friends<br>2. Scroll to the bottom to find "Alumni Foundation" (there is no immediate "donate" call to action on this page)<br>3. Directed to an external UL Foundation site<br>4. Click "Donate" in the top navigation bar |
| **Scenario 2** | **Scenario Question** |
| Trisha wants to attend the homecoming basketball game to support the Cayennes. | When is the homecoming basketball game? |
| **User Tasks** | **User Steps (Current)** |
| Find the Sports Calendar listing the Homecoming Game | 1. Click Athletics in the top navigation bar<br>2. Click "RaginCajuns.com" (unclear, merely the URL as the name of the link)<br>3. Click "Schedules" in the top nav bar<br>4. Click "Sports Calendar" |
| **Scenario 3** | **Scenario Question** |
| Trisha wants to recruit students from her | How can I recruit UL students? |

| beloved alma mater for her Fortune 500 company. | |
| --- | --- |
| **User Tasks** | **User Steps (Current)** |
| Find the career services page and learn how to recruit UL students | 1. Click Current Students<br>2. Scroll down to the bottom<br>3. Locate Career Services under "Other Services" (way too easy to miss...)<br>4. Click "Employers" at the top navigation<br>5. Click "On Campus Recruiting" |

### Dr. Wright
Visiting Professor

Dr. Wright is a distinguished professor from Harvard who is visiting UL to guest speak at a special Chemistry seminar. This is Dr. Wright's first time at UL and wants to find out how parking works on campus. He also wants to learn more about the chemistry department at UL to gear his lecture towards the audience. He is also interested in learning more about the professor who invited him to speak.

| Scenario 1 | Scenario Question |
|---|---|
| Dr. Wright wants to find out how parking works on campus. | Where can I park? |

| User Tasks | User Steps (Current) |
|---|---|
| Find the parking zones on campus. | 1. Click Visitors in the middle navigation<br>2. Click "Parking Permits & Zones"<br>3. Get directed to an external Parking site<br>4. Click "Parking Zones" on the left hand sidebar navigation |

| Scenario 2 | Scenario Question |
|---|---|
| He wants to learn more about the chemistry department at UL. | What is the Chemistry department like at UL? |

| User Tasks | User Steps (Current) |
|---|---|
| Find chemistry department page | 1. Click Academics in the top navigation bar<br>2. Locate "Undergraduate and Graduate Programs"<br>3. Click "Colleges & Departments"<br>4. Click "Sciences"<br>5. Click "Chemistry" |

| Scenario 3 | Scenario Question |
|---|---|
| He is interested in learning more about the professor who invited him to speak. | Who is Professor August A. Gallo? |
| **User Tasks** | **User Steps (Current)** |
| Find Prof. Gallo's page | 1. Click Faculty & Staff on center navigation<br>2. Locate "Communications"<br>3. Locate "Websites"<br>4. Click "Faculty"<br>5. Locate Gallo, August either by scrolling or ctrl+f |

***Aimee Wilson***
Recent UL admit

Aimee was a star student at her high school and has
been admitted early to the University of Louisiana. She
is extremely excited for her freshman year and is
looking around the website to plan for the upcoming
year. Admitted as an Undeclared major, Aimee wants
to browse the UL website to see what possible majors
interest her. She also wants to plan her classes for the
fall and she needs to take GE's. As an active member
of her high school community, Aimee is excited to get
involved on campus and wants learn more about all the
organizations and clubs.

| Scenario 1 | Scenario Question |
|---|---|
| Aimee wants to browse the UL website to see what possible majors interest her. | What majors does UL offer? |
| **User Tasks** | **User Steps (Current)** |
| Find a list of majors at UL | 1. Click Prospective Students<br>2. Click Freshman Students (unclear, prospective students are not freshmen yet)<br>3. Find "More Information" (below the fold)<br>4. Click "Academic Colleges/Majors" |
| **Scenario 2** | **Scenario Question** |
| Aimee wants to plan her classes for the fall. She is exploring whatever classes interest her. | What are the course offerings at UL? |
| **User Tasks** | **User Steps (Current)** |
| Find UL course listing | 1. Click Academics in the top navigation bar<br>2. Locate "Courses and Calendars"<br>3. Click "Bulletins/Catalogs" (user will have no idea what a bulletin is, which is where the course catalog is listed. We had to use the index to find where the course catalog was located.) |
| **Scenario 3** | **Scenario Question** |
| Aimee wants learn about all the | What clubs and organizations are on campus? |

| organizations and clubs on campus. | |
|---|---|
| **User Tasks** | **User Steps (Current)** |
| Find a list of clubs and organizations | 1. Click "Student Life" on the top navigation bar<br>2. Locate "Campus Organizations"<br>3. Click "Student Organization Information"<br>4. Get directed to an external site, user will get disoriented<br>5. Locate and click "Join an Organization" on the top navigation bar |