

User Personas

User Persona 1

Catherine Li: Undergraduate Junior, 21 years of age

- **User Group:** Prospective Students
- **User Background:**

Catherine is a third year psychology student at UCSD. After almost three years of research experience in 3 different psychology laboratories on campus, she is finally determined to study child behavior. She is currently looking for a psychology graduate program that will fit her interests well.



She is also considering neuroscience as her alternative graduate program as well. Aside from her interests in biological sciences, Catherine is also involved in various volunteer organizations. She likes helping people in need. Thus, she is hoping to continue doing volunteer work in graduate school as well.

- **User Context:**

Catherine visits the GSU's site to see whether they have both a reputable neuroscience and psychology graduate program. She also wants to make sure that the university has great laboratories that fit her interests in child psychology as well as volunteer opportunities and activities she can participate in.

Scenario 1:

User context:

Catherine is looking at GSU's website to see if the university has graduate programs in both neuroscience and psychology.

User questions: What graduate programs are offered at Georgia State University?

User task: Find GSU's graduate program lists.

User steps:

1. Enter url "www.gsu.edu" into browser.
2. Hover on "Academic" on the navigation bar.
3. Click on "Graduate Degrees and Majors" link.
4. Scroll down the page, navigate through tables to find "Neuroscience" and Psychology" under the "Program" column.

Scenario 2:

User context:

Catherine wants to know whether GSU has student organizations geared towards volunteering and community service she can join.

User questions: What kind of volunteering student organizations are on campus and how do I get involved?

User task: Find the list of student organizations and get involved page.

User steps:

1. Enter url "www.gsu.edu" into browser
2. Hover on "Students" on the top navigation bar

3. Click on “Campus Life”
4. Scroll down the page, navigate through the boxes and click onto “Student Organizations”
5. Click on “Community Service” under “Browse by Category”. This lists all the student organizations related to community service.

Scenario 3:

User context:

Catherine is interested in applying to graduate school at GSU. She is trying to locate how to apply online.

User questions: How do you apply for GSU’s graduate program, and what are the requirements?

User task: Find the Graduate Admissions page to learn about requirements and how to apply.

User steps:

1. Enter url “www.gsu.edu” into browser.
2. Hover on “Admissions” on the navigation bar
3. Click on “Graduate” link.
4. Scroll down the page, navigate through links such as “Admission Requirements” and “Graduate Admissions Instructions”.

User Persona 2

Joe Smith: Home school student, 17 years of age

- **User group:** Prospective Students
- **User Background:**

Joe is a home school student, who is working on his college application. He has a wide range of interests ranging from theater, mathematics, music, and history. He can't decide which one to choose yet, so, he's planning to apply as an 'undecided major,' and declare his major in college. To go deeper in knowing what he really wants to do, he plans to join various clubs/activities in his field of interests on his first year. One problem is, he doesn't know the admission system and requirements for home school students. He's trying to find that information before looking at any other things.

- **User Context:**

Joe tries to find information on admission requirements for home school students. He also wants to know if the GSU has theater, mathematics, music, and history majors and clubs.



Scenario 1:

User context: Joe wants to find the admission information and requirements for home school students.

User questions: What are the admission information and requirements for home school students?

User task: Find the admission website, and find the admission information.

User steps:

1. Enter url "gsu.edu"
2. Hover on "Admission" on the navigation bar.
3. Look at "Undergraduate" category, and click on "Apply Now" link under the category.
4. Click "High school Students" on the left side of the page.
5. Look at the navigation bar on the left. Click on "Home School Students" under "High school Students" drop down menu.

Scenario 2:

User context: Joe finally finds the admission information. Now it's time to find his prospective majors.

User questions: What are the undergraduate programs offered at GSU?

User task: Find the undergraduate program lists.

User steps:

1. Enter url "gsu.edu"
2. Hover on "Academics" on the navigation bar.
3. Look at "Degree and Majors" category, and click on "Undergraduate Degrees and Majors" link under the category.
4. Scroll down the page, and navigate through the table to find the desired majors - 'theatre', 'mathematics', 'music', and 'history.'

Scenario 3:

User context:

Joe needs to find different clubs in 'theatre', 'mathematics', 'music' and 'history.'

User questions: What are the organizations/clubs that GSU have?

User task: Find the organization list at GSU.

User steps:

1. Enter url “gsu.edu”
2. Hover on “Students” on the top navigation bar.
3. Look at “Student Life” category, and click on “Campus Life” link under the category.
4. Scroll down and click on “Student Organizations.”
5. Search for the desired clubs or organizations.

User Persona 3

Kapil and Ashima Shankar Age 48 and 43, respectively - Parents of Nina Shankar

- **User group:** Parents,
- **User Background:** Kapil and Ashima are parents of Nina Shankar, who is a newly admitted Freshman Class of 2018 at Georgia State University. Kapil and Ashima are extremely proud of their daughter and are excited to see her develop academically and socially away from home. Since this is their first and only daughter that they are sending to college, they hope to look into more specific academic programs offered at GSU that may suit their daughter's interest, which is to become a lawyer and study law in her undergraduate career. They also plan on looking into the tuition, forms of scholarships offered, and how to apply for financial aid. Ultimately, as parents, their main goal is to help their daughter, Nina, to grow maturely and have a successful experience in college without problems with their finance.
- **User context:** Kapil and Ashima are visiting the site to research what types of scholarships and financial aid opportunities are offered for their daughter.



Scenario 1:

User Question: What are the College of Law degree programs offered for their daughter?

User Task: Find the GSU College of Law School web page.

User Steps:

1. Type www.gsu.edu into browser
2. Hover over Academics
3. Click on College of Law under "Colleges" heading
4. Click on the "Abouts" tab
5. Scroll down and read under the academics page where user can find link to learn more on the degree programs.

Scenario 2:

User Question: Where can we find information on Financial Aid?

User Task: Find information on Financial Aid and the application process and requirements.

User Steps:

1. Type www.gsu.edu into browser
2. Hover over Student Tab
3. Click on Financial Aid link under Academic Life link
4. Read about the Financial Aid Process

Scenario 3:

User Question: How do we pay for tuition for my son?

User Task: Make a payment on behalf of my son

User Steps:

1. Type www.gsu.edu into browser
2. Hover over Students Tab
3. Click on Tuition and Payments, where user can learn about Education Expenses
4. Click on How to Pay link on page

User Persona 4

Steven Klaminsky, Transfer student

- **User group:** Transfer Student
- **User Background:** Steven is in his first year at a community college, De Anza College, in Cupertino, California. He plans on transferring after his second year to Georgia State University, and he wants to be fully prepared so he doesn't miss any deadlines or requirements that could defer him from applying as a transfer student. He is interested in studying neuroscience and hopes to be pre-med. Steven is a hardworking student, but he wants to know who his minimum GPA requirement is so that he has a good chance of getting accepted to GSU and be in a program he enjoys. His main priority in his life is to have fun, so he wants to make sure he goes to a university with lot of student organizations and a big school spirit presence on campus.
- **User Context:**
- Steven is visiting the site to look into the neuroscience program that he is interested in, learn about the student life there, as well as learn about all requirements he needs to make before being able to transfer to GSU.



Scenario 1:

User Question: What is the Student Life like at GSU?

User Task: Learn about life at GSU for undergraduate student.

User Steps:

1. Type www.gsu.edu into browser.
2. Hover over Students Tab
3. Click on Campus Life

Scenario 2:

User Question: What is the GPA requirement in order to transfer to GSU?

User Task: Find out more information on transfer requirements.

User Steps:

1. Type www.gsu.edu into browser
2. Hover over Admissions Tab
3. Click on Apply Now
4. Click on Transfer Students Link

Scenario 3:

User Question: What is the deadline for Transfer Applications?

User Task: Find out what the deadline is to apply to GSU as a transfer student

User Steps:

1. Type www.gsu.edu into browser
2. Hover over Admissions Tab
3. Click on Apply Now
4. Click on Transfer Students Link
5. On the left sidebar, Click on “deadlines” for specific dates for priority and regular deadlines.

User Persona 5

Megan Block: First Year Student

- **User group:** Current Students
- **User Background:** Megan is currently a first year on a Soccer athlete scholarship to GSU. She is heavily involved with her Soccer Team, and is enjoying her first year at GSU. She hasn't had any huge issues with her academics, but she is interested in getting more involved and meeting more people outside of her Soccer Team and the Athletics Department. She hopes to join Greek Life or some sort of student organization on Campus next year as a second year. She wants to learn about the recruitment process and how tedious and time consuming it is with relations to her Soccer practices/competitions and her schoolwork. Megan wants to decide if Greek Life is suitable, or if joining another student organization, such as a Business Fraternity, or Volunteer Club is better. She doesn't want to overwhelm herself with too much.
- **User Context:** Megan is visiting GSU's website today to learn more about Greek Life and specific requirements and time responsibilities. She is also looking into other student organizations on campus that have a reputable presence.



Scenario 1:

User Question: Where can I find more information on Greek Life?

User Task: Find information on the recruitment process and what chapters are on campus.

User Steps:

1. Type www.gsu.edu into browser.
2. Hover over Students tab
3. Click on Campus Life
4. Click on Greek Life
5. Click on "Join" tab to learn about Greek life requirements

Scenario 2:

User Question: Where can I find more information on Student Organizations that are on campus?

User Task: Find out what student organizations are on campus for volunteering and business.

User Steps:

1. Type www.gsu.edu into browser.
2. Hover over Students Tab
3. Click on Campus life
4. Click on Student Organizations
5. Under Browse By Category, click on community service or business

Scenario 3:

User Question: What Sororities are on campus?

User Task: Learn about individual sororities that are on campus.

User Steps:

1. Type www.gsu.edu into browser.
2. Hover over Students tab
3. Click on Campus Life
4. Click on Greek Life
5. Click on “Sorority” tab
6. You can then click on any individual sorority’s website.