



USER PERSONA WORKSHEET


NAME

 Jon Doe
 JOB TITLE or FUNCTION

Guidance and Financial Aid Advisor

AGE/EDUCATION

45

INDUSTRY/SEGMENT

 US Public College
 REPORTS TO (JOB TITLE)

Dean of College

YEARS IN THIS JOB

20

TECHNOLOGY USED

Google Calender and Gmail on his iPhone for personal productivity. Slack, GoogleSuite used for work productivity including email communication and engagement with students.

TECHNICAL PROFICIENCY
☐

Novice



Proficient

☐

Expert

SITUATION

A typical day in the life of your persona

A large portion of the day is spent in one on one appointments with students, understanding their educational and financial background with the aim to guide the students/point them to the right tools and resources. The goal with using the tools is to reduce the amount paperwork he needs to do. He also attends conferences around the country where he tables booths and interacts with like minded educators to generate more awareness around these we based tools to make it a standard industry practice over time.

A typical interaction with your product

Jon uses our product to offer assistance to his students in navigating the nuances of the laws and policies driven at the state and federal levels to understand how much financial aid they qualify for if at all. He also uses the tool to create a continuous loop of engagement with the students, and get feedback.

At a different level he also advocates for more making the tool more accessible through his interactions with peers in other higher ed organizations.

A perfect day

Would be split between doing research on recent policy changes and understanding if the tool accommodates it to assist with his advocacy work and meeting with students to help them understand their aid situation.



TOP OF MIND ISSUES

- Time management. There's never enough.
- He wants to ensure students from all diverse backgrounds have awareness around the possible routes to a college education.

OTHER INFORMATION

What they read online and offline; member associations

Jon reads journals and monitors social networking groups dedicated to his academic specialty, including Facebook and LinkedIn. Jon is a part of multiple networks where he gets to interact with like minded people.

Budget approval levels and ROI expectations

No direct purchasing authority, but his decision on the efficacy of the tool holds a lot of weight and he is the primary influencer on whether the tool is used by the college or not.

Simran Kohli

WRITTEN BY

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DATE