

#	Use Cases	Personas	Importance	Frequency	IxF	Interaction Cost	Page Distance	Other Personas (IxF)	Your Redesign Interaction Cost
1	Allison wants to discover all of the undergraduate majors offered at University of Leicester	Prospective Students	High	High	High	3	1st level	Current Students (Medium)	1
2	Jerry want to know how long it'll take to complete an undergraduate degree in Film Studies	Prospective Students	Medium	Low	Medium	4	4th level	Parents (Medium)	3
3	Christina wants to know the deadline to apply to the university for Fall semester	Prospective Students	High	High	High	2	3rd level	Parents (High)	3
4	George wants to plan a visit to the campus	Prospective Students	High	Medium	Medium	1	2nd level	Parents (High)	2
5	Amy wants to see the average percentage of applicants accepted into her potential program	Prospective Students	Low	Medium	Medium	3	3rd level	Parents (Low)	3
6	Ben wants to know the requirements for acceptance into his choice of undergraduate major	Prospective Students	High	High	High	4	4th level	High School Counselors (High), Parents (High)	4
7	Meredith wants to see the specializations/focus degrees within the computer science program	Prospective Students	Medium	Low	Medium	3	3rd level	Current Students (Medium)	2
8	Derek is curious about the average class size	Prospective Students	Medium	Low	Low	5	3rd level	Current Students (Medium)	4
9	Emily is interested in the greek life on campus	Prospective Students	High	Medium	High	4	4th level	Current Students (High)	4
10	Matthew wants to find a list of all student organizations/clubs	Prospective Students	High	High	High	4	4th level	Current Students (High)	4
11	Jessica wants to know her housing options while being a student	Prospective Students	High	High	High	5	4th level	Parents (High), Current Students (Medium)	4
12	Owen needs to know the yearly cost for his program	Prospective Students	High	High	High	2	2nd level	Parents (High)	3
13	Alex wants to attend Leicester, but can only attend class during the evening because of his full time job. Alex wants to know if school can fit into his schedule	Prospective Students	High	Medium	Medium	1	2nd level	Current Students (Medium)	1
14	Mark wants a list of all the post-graduate programs	Prospective Students	High	Medium	High	3	3rd level	Current Students (Low)	3
15	Joe hopes to complete some courses online. He is unsure of the start dates for them	Prospective Students	High	Low	Medium	2	2nd level	Current Students (Medium), Parents (Low), Prospective Students (Low)	2
16	Sherry is an international student from Singapore and wants to know the English Requirement for applicants outside of the UK	Prospective Students	High	Low	Medium	3	2nd level	Parents (Medium)	3
17	Andrew is curious which majors are nationally and internationally ranked	Prospective Students	Low	Low	Low	4	3rd level	Current Students (Low)	2
18	Erica wants to know the scholarships/financial aid she is eligible for	Prospective Students	High	High	High	3	5th level	Current Students (High), Parents (High)	4
19	Thomas is interested in playing college soccer but is unsure if the school offers club or national team opportunities	Prospective Students	Medium	Medium	Medium	5	2nd level	Current Students (Medium)	5
20	Sarah is a student at a US university and wants to study abroad at the University of Leicester. She is unsure if she needs a visa for the whole semester abroad	Prospective Students	High	Medium	High	2	4th level	Parents (Medium)	3
21	Professor Jayce wants to keep up to date with prevelant university events so that interacting with students and other faculty will be more enjoyable and relatable	Faculty/Staff	Medium	High	Medium	1	1st level	Current Students (Medium), Parents (Medium), Alumni (Medium), Prospective Students (Low)	1
22	Lecturer Garen is a first time teacher and wants to know how to make photocopies of class material to hand out to students	Faculty/Staff	High	Low	Low	3	4th level	Current Students (Low)	3
23	Provost Brandon wants to reserve rooms every two weeks in different locations for an administrative meeting	Faculty/Staff	High	Medium	Medium	5	5th level	Current Students (Low)	4
24	Professor Kevin wants to know when the next alumni gathering is to see if he can meet up with some past students	Faculty/Staff	Medium	Low	Low	3	3rd level	Current Studnets (Low), Alumni (Low)	3
25	Maintenance staff KC needs to glance at a map of the campus in order to better map out his routes as he makes rounds around campus	Faculty/Staff	High	High	High	1	2nd level	Current Students (Medium), Parents (Low), Prospective Students (Low)	2
26	Professor Pan wants to brag to his colleagues at another institution by bringing up all the awards that the University of Leicester has earned over the years	Faculty/Staff	Low	Low	Low	3	2nd level	Current Students (Low), Alumni (Low)	2
27	Professor Ustaris wants to find the contact information for another professor in a different department	Faculty/Staff	High	High	High	3	3rd level	Current Students (Medium)	2
28	Professor Yu needs to get in touch with IT to deal with some hardware technology issues hindering lecture efficiency	Faculty/Staff	High	Medium	Medium	3	4th level	Current Students (Medium)	4
29	An undergraduate advisor wants to familiarize himself with the graduate programs offered and their requirements incase students are curious about that subject	Faculty/Staff	High	Low	Low	5	7th level	Current Students (Medium)	4
30	A prospective researcher wants to know more about the research at Leicester University as well as Leicester University in general	Faculty/Staff	High	Medium	Meidum	3	4th level	Current Students (Low)	3
31	Professor Kim wants to know how to go about hiring new teaching assistants for a class she is teaching next quarter	Faculty/Staff	High	Medium	Medium	3	3rd level	Current Students (Medium)	2

32	Tom was just hired as a staff member and is looking for more information about trade unions at the University of Leicester	Faculty/Staff	High	Low	Low		3 3rd level	Current Students (Low)	3
33	Professor Anthony hears an acronym he does not understand and wants to know the definition of it in the context of the University of Leicester	Faculty/Staff	Medium	High	Medium		3 4th level	Current Students (Medium), Alumni (Low), Parents (Medium)	3
34	Professor Marx wishes to give her TAs access to edit her web page on the University of Leicester web-base	Faculty/Staff	High	Low	Low		4 5th level	Current Students (High)	4
35	Professor Tim is looking for resources on how to train himself in IT such that he would no longer need to keep calling IT for help	Faculty/Staff	High	High	High		2 3rd level	Current Students (Low)	3
36	Michael Want's to find out about part time jobs available on campus	Current Students	Medium	High	High		5 6th Level	Companies (High), Research Facilities (High)	4
37	Cooper want's to find out the different methods by which he can pay his tuition bill	Current Students	High	Medium	High		4 5th Level	Parents (High)	4
38	Darren wants to find out the different intramural sports that are available that semester	Current Students	Medium	Medium	Low		2 3rd Level	Prospective students (Medium)	3
39	John wants to find out about the events being held by the Student Union	Current Students	Low	Medium	Low		3 3rd Level	Prospective students (Medium)	2
40	Tony wants to find the office number of a professor so he can call and make an appointment to meet him	Current Students	Medium	Low	Medium		2 3rd Level	Prospective students (Low), Professors (High)	3
41	A student wants to find out the several different clusters or modules he can do to get credits in his major	Current Students	Medium	High	Medium		3 4th Level	Prospective Students (High), Parents (Medium)	3
42	Joey wants to get more information about the various student well being services offered by the University	Current Students	Medium - High ?	Low	Medium - High		3 3rd Level	Parents (Medium), Prospective students (High)	3
43	Matt wants to check all the important university dates for the forthcoming year	Current Students	Medium	Low	Medium		3 4th Level	Parents (High), Prospective students (High)	3
44	Colin wants to check the latest news related to the University	Current Students	Medium	Medium	Medium		1 2nd Level	Faculty/Staff, Alumni (low)	2
45	Jack wants to find out the location of a classroom using the university map	Current Students	High	Medium	High		1 2nd Level	Prospective Students (Low), Visitors, Parents (Medium)	2
46	Liz want to know the hours of the library	Current Students	High	Medium	High		3 3rd level	Faculty/Staff (Low)	2
47	Benjamin is looking to sign on Blackboard for his class assignment	Current Students	Medium	Low	Low		1 1st level	Faculty/Staff (Medium)	1
48	Nancy is looking to eat a different dining hall, she wants a list of all the eatery places on campus	Current Students	High	Medium	Medium		1 2nd level	Visitors (High), Current Students (Medium)	2
49	Drew wants to advertise his tutoring services	Current Students	High	Low	Medium		3 1st level	Faculty/Staff (Medium)	1
50	Arthur is worried he has plagiarized, he wants to read the rules and regulations form	Current Students	High	Low	Medium		2 1st level	Faculty/Staff (Medium)	1
51	Mariam has a learning disability, she wants to know her resources on campus	Current Students	High	Low	Medium		2 1st level	Parents (Medium)	1
52	Bradley is sick, he wants to know the hours the clinic on campus is open	Current Students	High	Medium	High		4 4th level	Parents (Low)	3
53	Lauren wants to get involved with research, she wants a list of all open positions at a local biology lab	Current Students	Medium	Low	Medium		1 1st level	Faculty/Staff (Medium)	1
54	Tiffany is unsure how to study for the Cambridge exams	Current Students	High	Medium	Medium		2 3rd level	Parents (Low)	3
55	Brandon believes he is bad with computers, he is looking for a workshop to improve his skills	Current Students	Low	Low	Low		1 2nd level	Visitors (Low)	2
56	Amy's parents want to find out about Christmas housing since they are having the house renovated and can't have amy back over the break	Parents	Medium	Low	High		2 3rd level	Current Students (High)	4
57	Gill is 17 and his parents want to find out about all the information related to Under 18 College Students and all the required paperwork that needs to be completed	Parents	Medium	Low	High		3 4th level	Prospective Students (High)	3
58	Megan's Parents want to find out about the services offered to maintain religious practises	Parents	Medium	Low	Medium		4 3rd level	Prospective Students, Visitors (Medium)	2
59	Jimmy's Parents want to find a summary of all the possible information that should be provided to Parents	Parents	High	Medium	High		2 2nd level	Prospective Students (High)	3
60	Ron's Parents want to learn about all the career development services available and offered by the University	Parents	High	Medium	High		3 3rd level	Current Students (High)	3
61	They Want to learn more about why the University makes a high claim of high support for students	Parents	Low	Medium	Low		3 4th level	Prospective Students (Low)	3
62	Duncan's Parents want to attain detailed information about the University's Family programme	Parents	Medium	Low	Medium		4 4th level	Prospective students (Medium)	4
63	Parents want to know the various way's their child can fund their education	Parents	High	High	High		4 5th level	Prospective Students (High)	4
64	Parents want to purchase university merchandise, school books and other university related materials	Parents	High	Medium	Medium		3 2nd level	Current Students (Medium), Visitors (High)	2
65	Victor's mom is worried that the dining halls can't cater to Victor's allergies	Parents	High	Low	High		4 4th level	Current Students (Medium), Visitors (High)	3
66	Josh wants to donate money to the university	Alumni	High	Medium	High		1 1st level	Current Students (Low), Parents (Medium)	1

67	Mary wants to arrange a reunion. She needs assistance in contacting her old class-mates in addition to publicity	Alumni	High	Low	High		2	2nd level	Faculty/Staff (Low)	2
68	Jeffrey loved the campus's gym, he wants to continue using the sports facility now that he has graduated	Alumni	Low	Low	Low		4	2nd level	Faculty/Staff (Low)	2
69	Sophia needs help finding a job, she hopes to use the resources and contacts through the Career Center	Alumni	High	High	High		3	2nd level	Current Students (High)	3
70	Landon is looking for Leicester memorabilia	Alumni	Low	Medium	Medium		2	3rd level	Faculty/Staff (Medium), Parents (Low)	3
71	Leah wants to stay up-to-date with all alumni news, she is looking to subscribe to a newsletter or email list	Alumni	High	Medium	High		1	1st level	Faculty/Staff (Low)	1
72	Doug needs a copy of his transcript	Alumni	High	Medium	Medium		2	1st level	Current Students (Medium)	1
73	Amber is looking to volunteer at an on-campus event	Alumni	Medium	Low	Medium		4	2nd level	Current Students (Low)	3
74	Ryan is looking for last year's alumni newsletter/magazine	Alumni	Medium	Low	Medium		1	1st level	Faculty/Staff (Low)	2
75	Margaret wants to get in touch with her freshman roommate	Alumni	Low	Low	Low		1	2nd level	Current Students (Low)	1
76	Todd wants to find a calendar filled with alumni events for the whole year	Alumni	High	Medium	Medium		4	3rd level	Faculty/Staff (Low)	3
77	Christy wants to start an alumni blog for everyone from her business graduating class	Alumni	Medium	Low	Low		5	3rd level	Current Students (Low)	3
78	Jason is curious to see all of the alumni associations	Alumni	High	Medium	High		1	1st level	Faculty/Staff (Medium)	2
79	Janie donated money to the university, she is now doing her taxes and is trying to find the charitable tax number for the school	Alumni	High	High	High		2	3rd level	Parents (Medium)	1
80	Henry wants to connect with other alumni in his local area	Alumni	High	Medium	High		5	4th level	Faculty/Staff (Low)	1
81	A research facility interested in partner with the University of Leicester wants to know some of the big headlines for UL's research	Research Facilities/Personnel	Medium	Low	Medium		3	2nd Level	Alumni (Low), Faculty/Staff (Low)	3
82	A professor from another University is interested in transferring over to Leicester and wants to learn about the type of research the Computer Science Department does	Research Facilities/Personnel	High	Medium	Medium		4	3rd Level	Students (Low)	3
83	A research facility in the department of chemistry wants to know how the University of Leicester can help them search and apply for funding	Research Facilities/Personnel	High	Medium	Medium		5	4th Level	Faculty/Staff (Medium)	4
84	A research facility at Leicester thinks they caught another facility copying their work and thus wants to look up the code of ethics in research	Research Facilities/Personnel	High	Low	Low		5	5th Level	Faculty/Staff (Low)	5
85	Certain research personnel do not like the way the research web base is set up and wants to leave some constructive criticism	Research Facilities/Personnel	Medium	Low	Low		4	4th Level	Faculty/Staff (Low)	4
86	Certain research personnel are not familiar with the main campus and wants to see where the central eatery is	Research Facilities/Personnel	Medium	Medium	Medium		1	2nd Level	Faculty/Staff (Low), Current Students (Medium), Parents (Medium), Alumni (Low)	3
87	Certain research personnel want to look at all of the recent research news in a convenient single page location	Research Facilities/Personnel	Medium	High	High		3	3rd Level	Faculty/Staff (Medium), Current Students (Low), Alumni (Medium), Parents (Low)	3
88	A research facility at Leicester wants to know more details about the festival of postgraduate research to see if they wish to participate	Research Facilities/Personnel	High	Low	Low		3	3rd Level	Faculty/Staff (Low), Current Students (Low)	2
89	A research facility participating in the festival of postgraduate research wants to know which companies are sponsoring the event	Research Facilities/Personnel	High	Low	Low		4	4th Level	Faculty/Staff (Low)	4
90	A research facility wants to look up all the scholarships available to better recruit strong PhD students	Research Facilities/Personnel	Medium	Low	Low		3	3rd Level	Current Students (Low)	3
91	Fred is looking for a map of the whole school	Visitors	High	High	High		1	1st level	Current Students (High), Parents (Medium), Faculty/Staff (High)	1
92	Josephine doesn't know where to park when she visits the campus	Visitors	High	Medium	High		5	5th level	Current Students (High), Parents (Medium), Faculty/Staff (High)	4
93	Evan is visiting the campus, he wants to know where he can stay over-night	Visitors	High	Low	Medium		3	2nd level	Parents (High)	3
94	The Douglass family wants to know the main attractions of Leicester	Visitors	Medium	Medium	Medium		1	1st level	Parents (High)	1
95	Brandon is driving from Worcester, England to the university, he needs driving directions	Visitors	Medium	Low	Medium		1	1st level	Parents (High)	1
96	After her campus visit, Fiona wants to grab some lunch. She wants some suggested restaurants on campus or around the city	Visitors	Low	Medium	Low		2	3rd level	Current Students (Medium)	3
97	Jane is on campus for the city's cricket match, she wants to know what other sporting events are happening on the campus that day	Visitors	Low	Low	Low		4	4th level	Current Students (Medium)	3
98	Kristen is looking to do some shopping at Leicester	Visitors	Low	Low	Low		2	3rd level	Current Students (Medium), Parents (Low)	2
99	Franklin is disabled, he wants to know if the campus has disabled access	Visitors	High	Low	High		5	6th level	Parents (High), Faculty/Staff (High)	4
100	A local company wants to hold a conference at one of Leicester's lecture halls	Visitors	Medium	Low	Low		5	5th level	Current Students (Medium), Faculty/Staff (High)	3