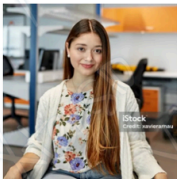


Personas

Emily



Curious

Uncertain

Visually Oriented

Eager to Learn

Goals

- Quickly Find Course Information.
- Understand Course Requirements.
- Simplify Decision-Making.

"I just want to find the information I need without having to dig through a maze of pages"

Age: 18

Work: Business Student

Status: Single

Location: Melbourne, VIC

Character: Primary End User

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Goals

- The current handbook website has unclear information and requires navigating multiple pages to find complete course details.
- Uncertainty about how to plan courses to meet graduation requirements.

Frustrations

- The current handbook website has unclear information and requires navigating multiple pages to find complete course details.
- Uncertainty about how to plan courses to meet graduation requirements.

Bio

Emily is a new undergraduate student who is unfamiliar with the university's course selection system. She wants to use the handbook to understand course details, including course content, credits, and assessment methods, to make informed decisions about her course selection.

Incentive

Bar chart showing levels of Incentive, Fear, Growth, Power, and Social.

Brands & Influencers

YouTube

X

Instagram


Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Michael



Analytical

Independent

Multicultural

Goals

- Find detailed information about advanced and elective courses.
- Understand course research directions and faculty information.
- Obtain resources or recommendations related to specific research areas.

"I'll need to dig deeper into course content and research options to make informed choices about my studies."

Age: 25

Work: Graduate Student

Status: Single

Location: Melbourne, VIC

Character: Primary End User

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Goals

- The current handbook website has unclear information and requires navigating multiple pages to find complete course details.
- Uncertainty about how to plan courses to meet graduation requirements.

Frustrations

- The current handbook website has unclear information and requires navigating multiple pages to find complete course details.
- Uncertainty about how to plan courses to meet graduation requirements.

Bio

Michael is an international student pursuing a master's degree in computer science. He is interested in advanced courses for deeper research and wants the handbook to help him find suitable courses and research opportunities.

Incentive

Bar chart showing levels of Incentive, Fear, Growth, Power, and Social.

Brands & Influencers

YouTube

X

GitHub

Touch Screens

Online & Social Media

Mobile Apps

Computer



Advisory Organized Experienced

Goals

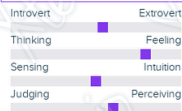
- Quickly access up-to-date information on all courses.
- View detailed course information and scheduling.
- Provide course recommendations and help students plan their academic paths.

Incentive



"I need reliable, up-to-date information to guide my students effectively."

Age: 32
Work: Lecturer
Status: Married
Location: Melbourne, VIC
Character: Primary End User



Frustrations

- The current handbook website is not updated in a timely manner, affecting the accuracy of advice given to students.
- Lacks features for matching course information with student needs, such as course recommendations or advising guides.

Bio

Dr. Lee is a lecturer in the Humanities department and needs to provide course advice to students. She wants the handbook to provide the most current course information for accurate advising.

Brands & Influencers



Touch Screens

