End User Personas

### **Kang Do Hyun**

“Where could I easily access course resources so that I can maintain a high GPA?!”

* Profile: Korean International Student  
  Gender: Male   
  Class : 2021 (Junior)   
  Age: 23  
  Major: Computer Science
* Motivation: Do Hyun is an introverted foreign male who just switched majors to Computer Science after being a Philosophy and Creative Writing double major. He is immediately overwhelmed by the program structure and is scrambling to finish his major requirements so that he can graduate on time. While he is on track to finish up his major, he is finding it difficult to keep up with some classes, and there does not seem to be a centralised source where he can access all of these...
* Goals: To access course syllabi, past exams/assignments, as well as other course material on the same platform.
* Frustration: Currently, he has to resort to emailing his professors, asking his friends if they have taken the class and has the resources, or knows anyone who does, and posting on social media platforms. People take time to reply, and posts on social media platforms are often repeated and hence ignored sometimes. Thus, he does not have a centralised platform to access all this information.

**Sarah Wardles**

“I want to explore and make use of the liberal arts curriculum, but I don’t know what classes to take!”

* Profile: Australian International Student  
  Class : 2023 (Freshman)   
  Gender: Female  
  Age: 19  
  Major: Arts and Arts Practice
* Motivation: Sarah is a highly extroverted girl who is just finishing up her first year at NYUAD. She came in intending to major in Visual Arts, but after learning about the degree of flexibility offered by the university, she wishes to explore her options before committing to the major. However, she is flooded with different information in all directions, and she is having a tough time deciding what classes to take. She wishes to know about classes in different majors, but finding people across different fields to give their honest opinions about the classes they have taken can be tough, and so she is still pondering over her options.
* Goals: To have a system that could give her class recommendations based on her interests and past classes.
* Frustration: The plethora of courses offered by NYUAD is making it difficult for her to decide which fields to explore. However, if she could find classes from other fields that align with her interests, she might have a better idea of what classes might be most suitable for her.

**Bob Ross**

“There are so many sections of the same class - I don’t know which professor to take the class with”

* Profile: US International Student  
  Class : 2022 (Sophomore)   
  Gender: Male   
  Age: 20  
  Major: Social Research and Public Policy
* Motivation: Bob is a highly motivated sophomore who loves class discussions and developing close ties with his professors. Therefore, the professor teaching the class is of utmost importance to him since it directly impacts his experience with the class. For this reason, he often needs to ask his friends for reviews about professors, or resort to online platforms such as RateMyProfessor. However, these methods can be cumbersome, and he often gets poor reviews that leave him unsatisfied. Furthermore, the online platforms might have few to no reviews about a professor, leaving him in the dark.
* Goals: To have a system where he can look up reviews for professors and the classes that they have taught.
* Frustration: The lack of a proper platform to access honest, unfiltered reviews is proving to be a major hindrance in deciding which classes to take. Therefore, a centralized platform where he can view reviews about professors from NYUAD, written by NYUAD students would be ideal.