User group: Prospective Students	Joshua Owens, High School Senior, 18 years old
	Joshua is in his senior year at Lakeridge High School. He has already received acceptance letters from several universities, and is in the process of trying to decide which one to attend and what to major in. His favorite subject in school is math, but he also enjoys working with his hands. He is involved in several student organizations at his high school, including playing clarinet in the school's band, and a charity organization that works with Habitat for Humanities. Outside of school he enjoys listening to rock music and learning how to play the electric guitar.
Scenario 1	Scenario Question
Joshua has not yet decided on an area of study yet, so he is looking to see what majors are offered, and if any of them seem to fit his interests.	What majors does the University of Louisiana offer?
User Tasks	User Steps (Current)
Find a list of available majors with descriptions of what they entail.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Academics" in the nav bar at the top 3. Click on "Majors A-Z," the first link at the top of the page 4. From here, browse the Degree Programs by College 5. Under each category, the Majors are listed in the second column from the left 6. Clicking there takes you to the college website 7. Once there, clicking on the name of the degree links you to a list of required courses for the degree
Scenario 2	Scenario Question
Joshua is looking to stay involved in student organizations when he goes to college, so he wants a volunteer organization to get connected with.	What student organizations does University of Louisiana offer?
User Tasks	User Steps (Current)
Find a list of campus organizations, and find ones that specifically deal with volunteer or charity	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Student Life" from the nav bar at

work.	the top 3. Click on "Student Organization Information" under the heading "Campus Organizations" 4. Under the tab "Join an Organization," click the link "Finding the group for you" 5. Under the heading "What Kind of Groups are there?" click on "Service Organizations" 6. Clicking on each of the links listed will take you to a page with a description of the organization
Scenario 3	Scenario Question
Joshua loves music, and wants to make sure that whatever university he chooses will have lots of concert events to attend. He prefers that these events be held on campus because he won't have a car.	What concert events does University of Louisiana host and when and where are they?
User Tasks	User Steps (Current)
Find an events page that lists what events are coming, and where and when they will be.	1. Enter "www.louisiana.edu" in the URL bar 2. Click the "Search" button at the very top of the page 3. Search "Concerts" in the text window 4. The sixth link down takes you to the College of the Arts home page 5. There, click on the "Events" button in the secondary nav bar, and it will take you to a list of events and their descriptions

User group: Current Students	Rebecca Branston, Second Year Bioengineering Major, 19 years old
	Rebecca has been attending University of Louisiana for the past two years, and has been enjoying her experience so far. However, she is going through a mid-degree crisis, and is possibly looking at changing her major. Rebecca spends several hours a day painting, and much prefers art to working in a lab. She also feels lonely from all of her studies, and is looking to join a sorority to help her be more social. She is also interested in getting back into shape and wants to spend more time at the gym. She has always been more successful working out in a learning setting, so she was hoping to take some recreation classes.
Scenario 1	Scenario Question
Rebecca is possibly looking at switching from a bioengineering major to a visual art major. She needs to know how to go about switching her major, and what the costs and benefits of doing so are.	How does one change her major, and what are the pros and cons of switching?
User Tasks	User Steps (Current)

Contact an academic counselor to talk about switching her major, and find a way to switch online.	1. Enter "www.louisiana.edu" in the URL bar
	2. To contact a counselor:
	    a. Click on "Current Students"
	    b. Under the heading "Academic Support," click on "Academic Success Center"
	    c. In the left hand margin, select "Career Counseling Center"
	    d. From there, click "Changing My Major," and it provides instructions on how to do so

Scenario 2	Scenario Question
Rebecca wants to get out and meet new people, so she wants to join a sorority to keep her social. However, she doesn't know which one to choose so she needs to know more about them.	Where can I find a list of sororities and descriptions about them?
User Tasks	User Steps (Current)

Find list of sororities and their descriptions, and find their contact information.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Student Life" from the nav bar at the top 3. Click on "Greeks" under the heading "Campus Organizations" 4. In the left hand bar, click on "Greek Guide" a. This takes you to a handbook that provides you with all the descriptions and contact info of all the Greek organizations, and includes a list of important dates
Scenario 3	Scenario Question
Rebecca is interested in taking recreation classes to help stay in shape, but has a very limited budget.	Does University of Louisiana offer recreation classes to students and how much do they cost?
User Tasks	User Steps (Current)

Find list of recreation classes offered and their prices.	1. Enter "www.louisiana.edu" in the URL bar
	2. Click on "Athletics" in the nav bar at the top
	3. Click on the link for "Recreational Sports"
	4. In the left hand column, click on "Aerobics"
	    a. This takes you to a schedule of all the rec classes offered, and gives descriptions of each type of class
	    b. You also find out here that the sessions are free

User group: Faculty	Dr. Howard Speckler, PhD, Professor of Anthropology at University of Louisiana
	Dr. Speckler is a professor at UL and teaches a course in cultural anthropology. He has previously taught at the University of Michigan, but this is only his first semester teaching at University of Louisiana and he is still getting accustomed.

Scenario 1	Scenario Question
Dr. Speckler is planning a vacation to revisit Michigan some time in the future, and he wants to make sure that it does not fall during an instructional period. He needs to figure out the dates of the start and end of the upcoming semester.	When does the 2012 Spring semester begin and end?
User Tasks	User Steps (Current)
Find a calendar of academic dates.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Academics" in the top nav bar 3. Under the heading "Courses and Calendars," click on "Academic Calendars" 4. Click on the link that says "Academic Calendar" 5. Click on "Spring 2012" a. This provides a list of important dates and deadlines for the whole quarter
Scenario 2	Scenario Question
Dr. Speckler found a reference to an interesting anthropology article in one of his text books and wants to find it to share with his students.	How does one find articles at the library?
User Tasks	User Steps (Current)
Find the article in the library.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Library" in the top nav bar 3. Under "Research Tools," click "Find Articles" 4. Use the search function to locate the desired article using key phrases

Scenario 3	Scenario Question
Dr. Speckler is also concerned with the benefits that he will receive at this new university. The University of Michgan offered a very good health insurance plan, and he wants to make sure he receives comparable rates at UL.	What kinds of health insurance rates are available to him?
User Tasks	User Steps (Current)
Find a list of health insurance rates available to professors.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "Faculty & Staff" 3. Under the heading "Services & Facilities," click on "Human Resources" (second row of links) 4. In the nav bar above "Welcome," click "Benefits" 5. Click on "Insurance Plans" a. This takes you to a page that explains all the health insurance plans available

User group: Visitors	Laura Cherry, 2nd year at University of Mississippi
	Laura attends the University of Mississippi, but her best friend attends the University of Louisiana. Laura is planning a weekend trip out to see her friend, and needs to get information about UL to help her plan the trip. She will be driving out to see her friend and staying for 2 days. In that time she needs to figure out fun things to do with her friend. She is really into sports, and is eager to compare the athletic arenas at her school to the ones at UL. She also really wants to see a sporting event while she's in town.
Scenario 1	Scenario Question
Laura's friend is a first year at UL, and still lives on campus. Laura needs a map to be able to find her friend's dorm.	Where are the dorm buildings on University of Louisiana's campus?
User Tasks	User Steps (Current)
Find a map of UL's campus.	1. Enter "www.louisiana.edu" in the URL bar 2. Click on "About Us" in the top nav bar 3. Click "Campus Map" about halfway down the page a. This takes you to a PDF file of a map of the campus, which can be used to navigate the entire campus
Scenario 2	Scenario Question
Laura will be driving out to see her friend, and needs somewhere to put her car while she is in town. She also needs to figure out how much this is going to cost.	Where can daily parking permits be purchased and how much are they?
User Tasks	User Steps (Current)

Figure out the parking permit rates at UL and purchase enough for 2 days.	1. Enter "www.louisiana.edu" in the URL bar
	2. Click on "Current Students"
	3. At the bottom, under "Other Services," click "Parking and Transit" (4th row of links towards the middle)
	   a. This takes you to a separate site about parking
	4. In the left hand bar, click "Parking Permits"
	5. Click "Temporary Parking Permits"
	   a. This provides information on how to obtain a parking permit and how much it costs

Scenario 3	Scenario Question
Laura really wants to see a sporting event while she is in town (preferably football), and wants to know if there's a game that weekend.	Is there a football game during the weekend that she is in town?
User Tasks	User Steps (Current)

Find a calendar of UL's sporting events	1. Enter "www.louisiana.edu" in the URL bar
	2. Click "Athletics" from the top nav bar
	3. Click on the "Rajincajuns.com" link
	   a. This takes you to a separate page on sporting events
	4. Scroll over the "Schedules" tab, and click on the "Football" link
	   a. This takes you to a schedule of all of the scheduled football games and several details about them
	   b. Since football is out of season, this same procedure can be applied to find other sports that are in season

User group: Alumni	Sarah Heinrich, Class of 1990, B.S. in Human Biology, works as a surgeon at the Mayo Clinic
	Sarah attended University of Louisiana back in the late 1980's and studied Human Bio as a premed student. While she was at UL she was very dedicated to her studies, and was also very active on the school's track and field team. She went on to attend medical school at Johns Hopkins University, and now works as a pediatric neurosurgeon at the Mayo Clinic. Since her meteoric rise to success, she has decided to get back in touch with her roots, and give back to UL where her endeavors first started. She is looking to rekindle the relationship with her old alma mater and stay informed on how the university is doing.
Scenario 1	Scenario Question
Sarah's studies at UL eventually lead her to a very successful career, and she wants to return the favor by donating a large sum to the university.	Where does one go to donate money to the university?
User Tasks	User Steps (Current)

Find a place to safely make a donation online	1. Enter "www.louisiana.edu" in the URL bar
	2. Click on "Alumni, Donors & Friends"
	3. Click on the second link, "Office of Development"
	    a. This takes you to a separate site for the Office of Development
	4. Click "How to Make a Gift" from the top bar
	5. From the secondary top bar that appears, select what type of gift you want to give
	    a. This will take you to a description page that includes directions on how to donate

Scenario 2	Scenario Question
Some of Sarah's fondest memories at UL were practicing and competing with the track and field team. She wants to know how the team is doing.	Where does one go to check the stats of a specific athletic team?
User Tasks	User Steps (Current)

Find the current leading track and field records.	1. Enter "www.louisiana.edu" in the URL bar
	2. Click "Athletics" from the top nav bar
	3. Click on the "Rajincajuns.com" link
	   a. This takes you to a separate page on sporting events
	4. Scroll over the "Sports" tab, and click on the "Track and Field" link
	5. From the nav bar that appears under "Track and Field," click on "Statistics"
	6. Select the year that you want to look at
	   a. This links to a page with all the records for that year and the names of the people who accomplished them

Scenario 3	Scenario Question
Sarah hopes to meet up with some of her old classmates form UL. She wants to know if there are any alumni events that she can attend.	Are there any alumni events one can attend to reconnect with old classmates?
User Tasks	User Steps (Current)

Find a calendar of alumni events and functions.	1. Enter "www.louisiana.edu" in the URL bar
	2. Click on "Alumni, Donors & Friends"
	3. Click on the first link, "Alumni Association"
	   a. This takes you to a separate site for the Alumni Association
	4. Scroll over the "News and Events" tab, and click on the "Events Calendar" link
	   a. This takes you to a color-coded calendar of all the alumni events