

Alicia Moore

Age: 18

User group: Prospective Student

Alicia is a senior at Centennial High School and is looking into colleges to apply to that will best fit her. She is senior class president and likes to be heavily involved in school spirit, assemblies, dances and athletics. Her grades and SAT scores are mediocre compared to IB/AP students at her school.



User Context: Alicia is visiting the site to make a calendar of important application deadlines to apply in fall, as well as get an idea of where she falls in place in terms of the average GPA and SAT score an admitted student has at Georgia State. She also wants to know what the university has to offer in terms of getting involved, such as Greek Life, because that is her cup of tea in high school.

Scenario 1

Task & Question: Alicia wants to find out how to apply to Georgia State as a freshman undergraduate. In addition, what is the cost of applying?

Steps:

1. On top left horizontal navbar, hover over admissions to drop down
2. Search for “apply now” under the undergraduate section and click
3. Click on High School Students.
4. Click on “Step-By-Step Application Instructions”
 - a. Find out that the application cost is \$60.00 non-refundable fee.
 - b. Find out 5 steps to follow to apply.
5. On left side navbar, click on deadlines
 - a. Find out deadlines under freshman applicant for fall.

Scenario 2

Task & Question: What are the average GPA's, SAT/ACT scores of freshman admitted class?

Steps:

1. On the top left "Georgia State Home" button, hover and click on Admissions.
2. Hover over "how do I apply" and under "high school students" section click on "freshman requirements"
 - a. Find out information on averages.

Scenario 3

Task & Question: Alicia wants to find out how to get involved on campus, particularly in Greek life.

Steps:

1. On Georgia State Home Page click on admissions
2. Then click on "why Georgia state" in horizontal navbar
3. Then click on "Student Experience" which clears out all boxes on homepage and leaves four.
4. Then click on "get involved"
5. A window pops up and click on "explore all of the student organizations" this takes you out to an external website
6. Then scroll to the bottom and find "browse by category" under "browse by alphabet" (which includes 400 organizations).
7. Click on Greek Sorority (31).

Overall, information seems to be in categories that are obvious by their titles, it's just annoying how many steps it takes especially since prospective students are a really big user group.

Addy Johnson

Age: 20

User Group: Transfer Student

Addy is an admitted transfer student for the fall and has liked Georgia State so far. He attended Irvine Community College as a Biology Major, but as he's adjusting to the university level, he isn't sure if that major will lead him to the career he wants. Addy loves basketball; loves watching it and loves playing. Now that he's gotten adjusted to his apartment-mates and familiarized himself with where his classes are, he wants to explore more of what Georgia State has to offer.



User Context: Addy is visiting this site to explore possible options to change his major from Biology into something he enjoys more. Since he was an athletic trainer on his high school football team, he wants to know more about majors that can lead into sports medicine/physical therapy. He also wants to find a way to get more involved on campus and really be a part of the Georgia State student community.

Scenario 1

Question and Task: Addy wants to explore all the undergraduate degrees and majors Georgia State has to offer. Addy also wants to find out how to change his major and wants to know if he can get some guidance in which majors can lead into career fields dealing with physical therapy.

Steps:

1. Click on Academics
2. In the left navbar click on "Degrees and Majors"
3. Click on Undergraduate Degrees and Majors.
 - a. Find out the list of all possible undergraduate majors

4. Click on Academic Guide on same horizontal navbar to filter by subject.
5. Hover over academics and click on “student advising”
6. Then click on “transfer students” box.
 - a. Still can’t find it...

Scenario 2

Question and Task: Addy wants to find out how he can join the Men’s Basketball Team.

Steps:

1. On homepage’s top horizontal navbar, under Student Life, click on Campus Life
2. Scroll down and click on “recreation and athletics”
3. Then in horizontal navbar click on “intramurals”
 - a. Find out information for registration for leagues.
4. Click on Sports Clubs
 - a. Find info on how to contact an existing club and join.

Scenario 3

Question and Task: Since winter will be coming shortly, Addy wants to buy a school sweatshirt.

Steps:

1. In footer, under Campus Life click on “Bookstore”

For finding apparel, I don’t know if it is obvious that it would be at the bookstore, but I assumed that since UCSD’s works that way. In order to join sports, it may seem misleading to go to the athletics tab, but that is just information about existing competitive teams and their events. In order to join, you must look under the recreation tab.

Mr. & Mrs. Morton

User Group: Parents of Newly admitted student

Mr. and Mrs. Morton are proud parents of their newly admitted son Jacob. They are your average middle class family that lives in the suburbs of Savannah, Georgia. Mrs. Morton works as a chef at a restaurant and Mr. Morton is an accountant at a firm. Both have been very involved in their only child's life, from cheering on at football games to making his lunch every day.



User Context: The Morton parents are visiting the site to find out more information about their son moving out of their home and starting his college experience. They want to find out information about financial aid and how much money and loans will be going into the education. They are also very concerned about where Jacob will be living as a freshman admit and if he will have a meal plan that will suffice their son's appetite.

Scenario 1

Task & Question: The Morton's want to find out what housing options Jacob has, especially since he wants to live near the gym to be motivated to go every day.

Steps:

1. Hover over Admissions and under the Student Affairs section click on "Housing"
2. Click on explore res halls to find information about where on campus you can live.
3. Under "prospective students" find information about Housing options and how to apply for it.
4. Click on rates and payments to access PDFs on Room Selection and how rates work.
5. Click on "what to bring" in order to see what you need to bring when moving in.

Scenario 2

Task & Question: Mrs. Morton is really worried about the meals Jacob will be having and wants to find out what the meal plan is and what it includes.

Steps:

1. Hover over Admission and under the Student Affairs section click on “Dining”
2. Click on Dining Halls to explore the two Dining Halls
3. Click on “Academic Year Meal Plans” to find terms of your meal plan

Scenario 3

Task & Question: The Mortons want to find out how much tuition is and how financial aid works at Georgia State University. How can their son apply for loans and scholarships and will he be receiving any grant money?

Steps:

1. Under “Students” in topmost horizontal navbar, under Academic Life, click on Tuition and Payments.
 - a. Page has four subheadings in second horizontal navbar that contain Tuition, financial aid, scholarships and grants, and loans and student employment.

Overall I feel like steps to the Housing, Dining, and Financial Aid are more accessible as they should be since a lot of users want to know about that. Labels and Headings are also very relevant to the type of information you are looking for, however, if we were trying to explore deeper into housing, for example, we don’t see the level of detail that we would want to see such as images, where exactly they are located and close to.

Professor Jane Gupta**Age: 47****User Group: Professors**

Jane Gupta is a Professor in the Neuroscience Department of Georgia State. She routinely conducts research and is now specifically interested in the role the amygdala plays in athletes while playing. She teaches three classes at the university and has over 800 students in this semester. She used to get yoga in at home, but with the busy schedule, she wants to fit it around her classes on campus.

User Context: Professor Gupta is visiting this site to search how to propose her new research, check her email and organize her classes, and find a yoga class that can fit around her schedule. The relationship definitely falls under Faculty and Staff with user to the website.

Scenario 1

Task & Question: She wants to find out how to submit a proposal to the University for her new research on the amygdala.

Steps:

1. Click on the Research tab.
2. Hover over Resources
3. Click on "Proposal Preparation" under Awards Lifecycle.

Scenario 2

Task & Question: Send an email to her students

Steps:

1. Hover over Faculty and Staff
2. Click on Email
 - a. Leads to a login portal.

Scenario 3

Task & Question: Wants to find a Yoga class that she can attend in between her lectures.

Steps:

1. Under Faculty & Staff look under "On the Campus"
2. Click on "recreation center"
3. Click on "fitness"
4. Click on "free fitness classes"
5. Look through calendar to find Yoga.

Yunbin Peng

User Group: Future

International Exchange

Student

Age: 16

Yunbin has graduated from a high school in China and is excited to start his journey at Georgia State and attend an American university for his undergraduate degree.



User Context: Yunbin just got admitted but is now overwhelmed with all the preparation that must happen for him to immigrate to America. He needs to figure out what forms to fill out, where he's going to live and where he needs to buy his plane ticket to!

Scenario 1

Task & Question: Yunbin wants to know Georgia States address so that he can search where the nearest airport is for him to buy his plane ticket.

Steps:

1. From homepage click on About
2. Then click on Contact Georgia State
3. Then scroll down the mailing address
4. Find central zip code...but no official address.

Scenario 2

Task & Question: Yunbin wants to find out what forms he needs to file for his immigration and arrival into the United States.

Steps:

1. Click on Global engagement.
2. Click on students and scholars.
3. Click on next steps for newly admitted students
4. Click on arrival information

5. Click on applying for an F-1 or J-1 visa.
6. Read under complete your entry paperwork.
7. Click on I-20 Process for F-1 students.
 - a. None of this information seems easy to navigate especially for someone not native to American websites.

Scenario 3

Task & Question: Yunbin would feel more comfortable if he had the opportunity to live with other international Chinese students and wants to find housing options available for that.

Steps:

1. Click on Global engagement.
2. Click on students and scholars.
3. Click on next steps for newly admitted students.
4. Click on future students.
5. Click on Global Living and Learning Community.
 - a. Here you will find basic information and then choose to apply.

For a user whose native language might not be English, I found this terribly confusing and filled with a lot of jargon. They should have better organized checklists for international students and explain what forms they need to fill instead of assuming they already know which forms they need. I felt that for this user, Georgia State's website might be a little more confusing to navigate around.