

USER PERSONAS

Prospective Student



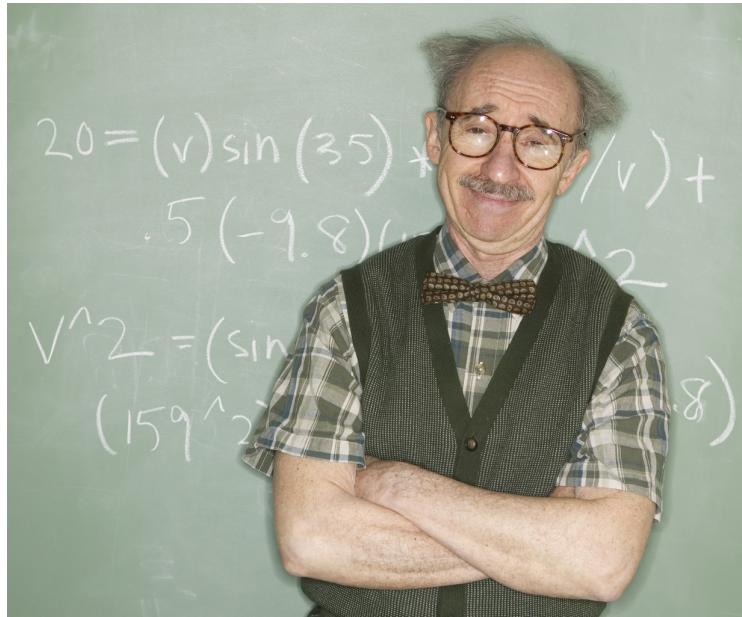
Deanna Dang, 20 years old

Deanna is a prospective exchange student from UC San Diego and is working on her B.A. in Political Science. She is considering entering an exchange program to a university with a highly acclaimed degree program so she can continue her ambitions to become a lawyer. She is certain that she wants to study abroad in Europe but is concerned and a little overwhelmed with choosing the right program. She currently works 20 hours a week to help pay for her tuition and is concerned that her parents will not be able to support her studies. She would like to live on campus so she can get to know other students and become integrated in a new culture.

Goals	Destination	Navigation Scenario
Find appropriate degree program	Study Abroad/Programmes	Home / Offices / International Office / Study Abroad and Exchange / Incoming / Courses (Modules) for Study Abroad and Exchange
Find tuition costs & financial aid	Tuition Costs/Scholarships	Home / Offices / International Office / Study Abroad and Exchange /

		Incoming / Study Abroad / Tuition Fees/other costs
Determine living situation	Accomodation	Home / Offices / International Office / Study Abroad and Exchange / Incoming / Study Abroad / Accommodation
Apply to study abroad program	How to Apply	Home / Offices / International Office / Study Abroad and Exchange / Incoming / Study Abroad / How to Apply
See what kind of rewards the school has obtained	Facts	Home / Offices / Career Development Service / Information / Information for Employers / Why the University of Leicester? / Our Students / Facts and Figures

Staff Member



Professor Knowles, 64 years old

Professor Knowles was on tenure at the UC San Diego in the Mathematics Department but has spontaneously decided that teaching abroad would be an opportunity he could not pass up before retiring. After getting his visa approved to teach at University of Leicester, he realizes he has no idea what his next steps are in preparing himself for his new position. He wants to propose a new academic program and needs to set up his Blackboard online.

Goals	Destination	Navigation Scenario
Find and complete checklist for New Staff before Arrival	Arrival for New Staff	Home / Offices / Job Vacancies Home / Support for new staff / Before you arrive
Propose new academic program	Curriculum Proposals	Home / Offices / Division of External Relations / Planning Office / Strategic Planning / How to Create a new Academic Programme
Familiarize with Blackboard website	Blackboard Training	Home / Offices / Leicester Learning Institute / Events and Courses / A-Z / IT Training / Learning Technologies
Understand Payroll system	Payroll for Staff	Home / Offices / Finance / Services for Staff / Payroll Services

Current Student



Steve Walker, 21 years old

Steve is currently a final year student at the University of Leicester who are about to complete his degree in Electrical Engineering. He enjoys the time he spent in the university, and he is considering to either apply for the graduate program in the same university or to work in the field.

Goals	Destination	Navigation Scenario
Learn about what field of studies is available at the University of Leicester's EE department	Electrical Engineering graduate program page	Home / Study With Us / Postgraduate Taught Courses / Taught Campus-based Courses / Engineering / Advanced Electrical and Electronic Engineering MSc
To see if the school offers any career advising for graduating students	Career center page	Home / Offices / Career Development Service / Explore Your Options
To seek for possible financial support for graduate degree programs	Financial aid/scholarships page	Home / Study With Us / International students / What you need to know / Fees and

		Funding / Scholarships and Financial Assistance
To see if there are opening engineering position available at the University of Leicester	Career page	Home / Offices / Job Vacancies Home / Job opportunities / Search/apply for a job

Parents



Mr. and Mrs. Walker, 43 & 40 years old, respectively

Mr. and Mrs. Walker has a son who are about to graduate from the University of Leicester. They live in Bideford, Devon in western UK. They are planning a trip to Leicester to attend their son's graduation ceremony. They have never set foot on the campus and are excited to visit the campus.

Goals	Destination	Navigation Scenario
To learn when is the graduation ceremony going to take place	Upcoming graduation ceremony schedule	Home / Offices / Student and Academic Services / Certificates and Graduation
To learn where they can park their vehicle during their visit to the campus	Visitor parking page	Home / Offices / Estates and Facilities Management Division / Services / Day-to-Day Services / Transport / Parking / Parking for Visitors
To see in advance what the campus looks like	Maps page	Home / Maps and Directions
To see if there are any on campus event specifically targets parents	Event page	Home / News and Events / News / Events Highlights

Alumni



John Van Boxmeer, 53 years old

John is a wealthy and successful business man, serving as the CEO of a popular beer company. He graduated from the University of Leicester with a MBA degree back in the 90s. He firmly believes that education is key to success, and would like to enhance the teaching quality of the University of Leicester, such that the younger generations can be better equipped after they graduate.

Goals	Destination	Navigation Scenario
John would like to donate money to the university	Donation page	Home / Alumni / Support us / Donate online
John would like to take advantage to the university's expertises in social sciences to conduct market research	Business collaboration page	Home / Business / Business collaborations
John is wondering how the BMA program has changed throughout the years since he graduated 30+ years ago	MBA program page	Home / Academic Departments / Management / Distance Learning / Courses / MBA

John has developed some life philosophies that he would love to share with the students in the university by giving a talk

Contact page

Home / Contact the University