#	Use Cases	Personas	Importance	Frequency	IxF	Interaction Cost	Page Distance	Other Personas	Your Redesign Interaction Cost
EXAMPLE	John wants to see how UCSD's Cognitive Science program (his major) compares to the other schools he is applying to	Prospective Students	High	Medium	High	2	2nd level	Donors	...
EXAMPLE	Mr. and Mrs. Smith want to know the crime rate on campus	Parent	...	...	...	...	...	...	...
EXAMPLE	Bob wants to find the academic calendar so he can plan his holiday plane tickets	Current Student	...	...	...	...	...	...	...
		Staff							
		Alumni+Supporters							
		Other							
1	Sameeha is an International Student and wants to apply as an undergraduate student at A-level	Prospective Students	Medium	Low	Low	4	4	Parents	1
2	Deanna is a prospective exchange student from the Germany and wants to know how to apply as an Erasmus student	Prospective Students	High	High	High	2	3	Parents	2
3	Jenn is an incoming exchange student from the U.S. and wants to double check she has everything prepared	Prospective Students	High	low	Medium	4	6	Parents	3
4	Ryan wants to know how to apply as a phD law student	Prospective Students	Medium	Medium	Medium	3	4	current students	1
5	Matt wants to compare scholarships offered to phD and masters students here and other schools	Prospective Students	High	Medium	Medium	2	3	Donors/Supporters/Alumni	1
6	Kara wants to contact the The Postgraduate Admissions Secretary Department of Politics and International Relations to ask personal questions for applying	Prospective Students	Medium	Low	Low	3	5	current students	2
7	John wants to book a Undergraduate Taster Conference	Prospective Students	High	Low	Low	3	3	Parents	2
8	Madi is a disabilities student and wants to discuss her circumstances with the disabilities office	Prospective Students	High	Low	High	2	3	Parents	3
9	Rodrigo wants to compare the student life here to other universities	Prospective Students	High	Medium	High	2	3	Staff	2
10	Carlo is an international student that doesn't meet the english language requirements for visa	Prospective Students	High	Low	Low	4	2	Staff	3
11	Sarah wants to compare the prestige of the school to other schools, wants to look at past awards/history	Prospective Students	Medium	Low	Medium	3	3	Media/Supporters/Parents	3
12	Jess wants to visit the campus and travel there by bus, she needs directions on how to plan her trip	Prospective Students	Medium	Low	Low	3	3	Parents/current Students/staff	2
13	Azze wants to compare the feeds and funding as an undergraduate student	Prospective Students	High	High	High	2	3	Parents/current students	2
14	Sam wants to find Specific Information about the Medical Biochemistry Degree	Prospective Students	High	Low	Medium	4	5+	Staff	5
15	Eric wants to request a prospectus to find out more about his Biochemistry course he is interested in	Prospective Students	High	Medium	Medium	2	1	Parents	1
16	Bob is interested in the entry requirements for the Management Studies degrees	Prospective Students	Medium	Low	Low	5	4	Parents/current students/Staff	5
17	Derek wants to know more about the university city and the culture	Prospective Students	Medium	Low	Low	5	4	Parents	5
18	Sameeha's parents want to know what the student counselling services they offer	Parent	High	Medium	High	3	4	current students/prospective students	3
19	Deanna's parents want to know how she can apply for the Disabled Students' Allowance	Parent	High	Low	Medium	4	5	current students/prospective students	4
20	Jenn's parents are worried that her illness will affect her schooling and want to mitigate the situation	Parent	High	Low	Medium	4	3	current students/prospective students	4
21	Ryan's single parent wants to know what scholarships are available i.e. Special Support Grant	Parent	High	Low	Medium	4	5	current students/prospective students	4
22	Vickie's parents want to visit her and want to know where to find the campus map	Parent	High	Medium	High	2	1	current students/prospective students	2
23	Paul's parents want to know what is happening around campus (campus news)	Parent	Medium	Medium	Medium	3	2	Staff/current students/supporters	2
24	Jenn's parents want to know what the academic calendar is	Parent	High	Medium	High	2	2	Staff/current students	2
25	Winnie's parents want to know if there are programs for parents on campus (i.e. parent's weekends)	Parent	Medium	High	High	3	3	None	2
26	Andrew's parents want to know how to donate money to the school	Parent	High	Medium	High	2	1	Alumni/supporters/staff	3
27	Derek's parents want to know how to get involved on campus	Parent	High	Low	Medium	3	2	Alumni/supporters	2
28	Stephanie's parents want to know if there are resources for parents about having children in college	Parent	High	High	High	1	1	None	3
29	Vickie's parents want to know information about commencement	Parent	High	High	High	1	1	Current students/staff/alumni	1
30	Joe's parents want to know information about admittance rates	Parent	High	High	High	1	1	Prospective students	1
31	Joe's parents want to know the school's mission statement and ideals	Parent	High	High	High	1	1	Prospective students/supporters	1
32	Joe's parents want to know about tuition costs and grants available to them	Parent	High	High	High	1	2	Prospective students	1
33	Winnie's parents want to know what to do in case there is an emergency	Parent	High	Medium	High	4	4	Current students/staff	4
34	Jenn's parents want to know about campus safety	Parent	High	Medium	Medium	4	4	Current students/staff	2
35	Andres wants to seek for graduate research opportunities	Current Student	High	Low	Medium	1	3	Job seekers	2
36	Frederick wants to see what kind of campus event are there for next week	Current Student	Medium	High	Medium	1	2	Staff, alumi, supporters	1
37	Elfreda wants to contact a counselor regarding graduration requirement	Current Student	High	Low	High	2	4	None	2
38	Temika wants to see if there are school holiday next week	Current Student	High	Medium	High	1	2	Staff	1
39	Lorretta wants to register for classes	Current Student	High	Low	High	2	4	None	2
40	Kerry wants to check what time the campus library opens	Current Student	Medium	Medium	Medium	1	2	Staff	1
41	Reva wants to access the personal email account	Current Student	High	High	High	2	2	Staff	2
42	Leoma wants to see if there are on campus part time jobs aviliable for students to apply	Current Student	High	Low	Medium	1	3	None	1
43	Shenna wants to find out where a certain lecture hall is located for her new class	Current Student	High	Low	Medium	1	1	Staff	2
44	Clint wants to know the deadline for paying his school fees	Current Student	High	Low	High	2	3	Parent	1
45	Suzanne wants to login to the online learn site (like Ted)	Current Student	High	High	High	1	1	Staff	1
46	Theodora wants to check on the academic regulations for studnets	Current Student	High	Low	Medium	1	3	None	1
47	Sha wants to book a room for her newly found club's meeting	Current Student	High	Medium	Medium	2	3	None	2
48	Queenie wants to find a student parking for students	Current Student	Medium	Low	Low	4	5+	Prospective Students, parent, staff, alumni	4
49	Cheryl wants to learn about the menu for today's dinning service	Current Student	Low	High	Medium	2	4	Prospective Students	3
50	Aleida wants to see what on campus clubs are aviliable for her to join	Current Student	Low	Low	Low	1	1	Prospective Students	1
51	Jenny who are disabled wants to reqeuest for extra exam arrangements	Current Student	High	Low	Medium	4	5	Prospective Students with disabilities	4
52	Professor John needs to book a room and some equipment for a teaching session	Staff	High	Low	Low	4	5+	Current Students/Guest Lecturer	5
53	Professor Collins needs IT help because he has difficulty with her computer	Staff	High	Medium	Medium	3	3	Current Students/Guest Lecturer	3
54	Mr. Bob wants to find out how much staff parking permits are	Staff	High	Low	Low	3	5+	None	3
55	Professor Phillips is a new staff and needs help with setting up his course Blackboard	Staff	High	High	High	2	5	None	2
56	Professor Romero needs help to see work submitted by students and enter marks and feedback on Gradecentre	Staff	High	Low	Low	3	5+	Current Students/Guest Lecturer	3
57	Professor Xiao needs to contact HR for an employment issue	Staff	High	Medium	High	2	3	None	2
58	Mrs. Bob wants to propose a new academic program	Staff	Medium	Low	Low	5	3	Prospective Staff	4
59	Mr. Rob wants to cater food for his department's annual event	Staff	Low	Medium	Low	5	3	Current Students	5
60	Professor Chang wants to join a Trade union	Staff	High	High	High	2	3	Prospective Staff	2
61	Professor Beltran wants to receive financial support for her research	Staff	Medium	Medium	Medium	3	3	Prospective Staff/Donors/Businesses	3
62	Professor Miller wants to access/login to her staff email	Staff	High	High	High	1	5	Current Students	1
63	Mr. Black wants to publicize about a department event on the news page	Staff	Low	Low	Low	5	2	Affiliates/Current Students/Businesses	5
64	Professor White wants to know about the Governance of the university	Staff	Low	Low	Low	5	3	Prospective Staff/Prospective Students/current Students	5
65	Professor Blue is going through a rough emotional time and wants to contact staff wellbeing	Staff	High	Low	Medium	4	4	None	3
66	Professor Red is new to the university and doesn't know what steps to take during the first few weeks	Staff	Low	Medium	Low	4	3	Prospective Staff	4
67	Professor Green wants to apply for a different position within the university	Staff	Medium	Low	Medium	4	3	Prospective Staff	4
68	Professor Yellow wants extra help in her new leadership position in the department	Staff	Medium	Low	Low	5	4	Prospective Staff	5
69	Margaret wants to donate money to the school	Alumni+Supporters	High	High	High	1	1	Parents/staff	1
70	Jay wants to know how to get involved on campus (volunteer)	Alumni+Supporters	High	High	High	1	1	Parents	1
71	May wants to know how to connect with other alumni	Alumni+Supporters	High	High	High	1	1	Parents who are alumni	1
72	Jared wants to know about campus news	Alumni+Supporters	High	Medium	High	1	1	Parents/current students	1
73	Michelle wants to know if there are any upcoming events for alumni	Alumni+Supporters	High	High	High	2	1	None	2
74	Bertrand wants to know how the school ranks in terms of academics	Alumni+Supporters	Medium	Medium	Medium	3	3	Parents/current students	3
75	Cindy wants to know how the school ranks in terms of sports/athletics	Alumni+Supporters	Medium	Medium	Medium	3	3	Parents/current students	3
76	Archie wants to know if there are networking opportunities in terms of jobs	Alumni+Supporters	High	High	High	2	3	None	3
77	Bette graduated a long time ago, but wants to visit campus and find a map	Alumni+Supporters	High	Medium	High	1	1	Parents/prospective students/visitors	1
78	Jared wants to know how to keep connected in terms of social media	Alumni+Supporters	Medium	High	Medium	1	1	Parents/current students	1
79	Sally wants to know how to mentor students	Alumni+Supporters	Medium	Low	Low	3	4	Parents	3
80	Nick wants to organize events for connecting with other alumni	Alumni+Supporters	High	Low	Medium	3	3	Parents who are alumni	3
81	Theresa wants to recruit alumni for her company, and wants to find details about career fairs	Alumni+Supporters	High	Low	Medium	4	4	None	4
82	Steve wants to know about the awards the school and its professors have received	Alumni+Supporters	Low	Medium	Low	4	3	Parents/current students	4
83	Linda wants to know about awards other alumni have received	Alumni+Supporters	Low	Medium	Low	4	3	Parents/current students	4
84	Mark is an alumni applying to jobs and needs to request his transcript	Alumni+Supporters	High	Medium	High	3	3	Current students	3
85	Lily just graduated and wants details about receiving her diploma	Alumni+Supporters	High	High	High	2	2	Current students almost graduating	2
86	Gabriel wants to learn more about the Juno mission on Jupiter	Reporter	Low	Low	Low	1	2	Anyone	1
87	Mitsuko wants to follow the University on facebook	Current Student	Low	Low	Low	1	1	Anyone	1
88	Neely wants to check on her engineering professor's background	Current Student	Medium	Low	Low	2	4	None	2
89	Meghan wants to know if there she can declear Japanese as her major	Prospective Students	High	Low	High	1	3	Current students	2
90	Judy wants to know how to contact the police on campus	Current Student	High	Low	High	3	5	Staffs	3
91	Mason wants to know if the campus offers shuttle service for students and staffs	Staff	Medium	Low	Medium	4	5+	Current students	4
92	Hayley wants to give feedback regarding the campus website site	Current Student	Low	Low	Low	4	5+	Anyone	5
93	Ruthe wants to know if she gets any sort of discount as a student of the campus	Current Student	Medium	Low	Medium	1	3	None	1
94	Professor Lilli wants to know the capacity of his assigned lecture hall	Staff	High	Low	High	1	3	None	2
95	Divina wants to request for a prospectus	Prospective Students	High	Low	Medium	1	1	Current students	1
96	Leoma wants to ask the physics department for comments on the CERN Collider	Reporter	High	Low	Medium	1	2	None	1
97	Jaqueline would like to ask the university to conduct a social research on behalf of her company	Martket Researcher	High	Low	Medium	1	3	None	1
98	Delaine would like to check out the special collections in possession of the campus' library	Current Student	Low	Low	Low	1	2	Anyone	2
99	Regina would like to find out if she she needs to submit GCSE scores to be considered for admission for a major under the School of Manageme	Prospective Students	High	Low	High	2	3	Current students	4
100	Curt who are an international student is wondering if he needs to take TOEFL exam for getting an advance degree	Prospective Students	High	Low	High	2	4	None	2
101	Delisa who has a full-time job is wondering if she can take part time couse on counseling	Prospective Students	High	Low	High	1	2	None	1
102	Renay would like to check on the graduration rate of the university for economices undergradurate major students	Prospective Students	Medium	Low	High	2	4	Current students	2